



# Rapid Deployment & Evolution

## How On Deck Capital quickly revolutionized small business loans with TDS services

### Highlights:

- ✓ **Rapid development** – from concept to pilot in under 60 days –used to secure first customers and investors.
- ✓ **Fast deployment** - Pilot moved smoothly into production with no lengthy application rewrites
- ✓ **Business operations** - TDS automated business processes to enable loan approvals in 2 days and full funding in 7.
- ✓ **Evolution** – TDS iteratively enhanced the application to stay in lock-step with the evolving On Deck business model.
- ✓ **Hosting and Technical Operations** – Since the beginning, TDS has hosted the On Deck application and provides “on demand” technical operations services.

Millions of small businesses, no matter how well run, have difficulty qualifying for traditional bank loans due to personal credit issues, too few years in business and/or limited cash reserves. Even businesses that do qualify for bank loans sometimes require financing quickly to handle unexpected expenses. When a capital need strikes, these businesses face few smart alternatives -- family money, personal loans, and factoring firms that may charge astronomical rates.

On Deck bridges the small business financing gap between favorable bank loans and expensive factoring products such as merchant cash advances. On Deck offers business owners true regulated loans at rates far more comparable to the bank.

From the moment the New York-based company began in 2006, it needed an online loan-servicing system for managing customer loans and collecting the payments due on them –small payments are collected daily from every customer. On Deck also needed self-service customer applications and online reports.

With entrepreneurial ambition, On Deck founder and CEO Mitch Jacobs was more interested in evangelizing his business vision than getting bogged down with technical complexities regarding software development and operations.

### The Role of Outsourced Development and IT

Mitch Jacobs turned to TDS to help him launch his new venture and achieve a much faster “time to value” than possible with traditional approaches:

- No startup delays due to team recruiting, training and baseline setting.
- An instant project team including CTO, architect and implementers.
- A scalable, “on demand” resource to implement new features as needed.
- Full hosting and technical operations support to assure 24/7 accessibility.

As a result, a full functioning system was ready in just 50 days from conception to investor demonstration (not simply a flash animation or wireframe mockup).

Since then, the vision for On Deck has not changed much... helping small businesses obtain affordable capital.

The implementation however, has been anything but static. Driven by competition, partner requirements, regulatory compliance and evolving customer needs – the operations and back end systems continue to evolve. By leveraging the broad and deep IT expertise of TDS, On Deck Capital has been able to execute with agility to meet the needs of the market.

*“I had a vision to revolutionize the small business loan industry and wanted to move quickly. I turned to my trusted friends at TDS for technical expertise so I could focus my time on building the business.*

*“The TDS team acted as my CTO, development team and IT operations. Their knowledge, agility and speed have been vital to our success.”*

Mitch Jacobs, Founder and CEO  
On Deck Capital, Inc.

### About On Deck Capital, Inc.

On Deck Capital ([www.ondeckcapital.com](http://www.ondeckcapital.com)) offers fair and fast financing to small businesses that just miss the cut for traditional bank loans.

Through the company’s network, small businesses can obtain affordable loans to meet daily operations and long term goals.

The company’s proprietary underwriting and loan processing platform looks deeper into the health of small businesses, focusing on overall business performance, rather than the owner’s personal credit history.

On Deck Capital is making financial history by enabling institutional funds to directly reach Main Street for the first time.

The company is financed by Contour Venture Partners, First Round Capital, Khosla Ventures, RRE Ventures and Village Ventures.



### About Transitional Data Services:

TDS provides independent assessments, recommendations and improvements for IT including data center designs, relocations, operational support, ERP, web and mobile applications. Our recommendations cross departmental and technology silos to achieve the best ROI for our clients. Since we do not operate as a vendor or VAR, we are unrestricted to a specific product portfolio and unbiased by the latest trends and highest commission.

TDS clients include successful organizations of all sizes and focus including John Hancock, Monster.com, Boston Red Sox, Cedars Sinai, Liberty Mutual and many others. As these organizations are committed to leadership in their respective fields, they rely on quality business partners like TDS to operate transparently in their best interest.