



TITLEMAX

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■ Company Overview

TitleMax, Inc. is a consumer lending company headquartered in Savannah, GA. The company was founded in 1997 and launched with just two stores; one in Savannah and the other in Columbus, GA. Those initial two stores were a huge success and the company has since expanded to over 500 locations in five states. TitleMax now employs over 1,000 employees and is continuing to grow at a rapid pace as an established market leader.

■ Business Challenge

TitleMax was experiencing severe limitations with its off-the-shelf software system that was being used to manage daily business operations at each store. The application was a traditional DOS-based system and did not run natively within the Windows operating system. In addition, the application was designed to run a single store location and not to simultaneously manage hundreds or thousands of stores. A variety of other shortcomings were also recognized including a lack of corporate reporting, no real-time processing, and no customizable business rules per state.

Since the legacy application was a packaged product and not custom-built, TitleMax had no means of enhancing and tailoring the application to its current and long-term needs. Given the company's considerable growth plans, the determination was made by TitleMax management that the existing application could not be a viable long-term solution. TitleMax immediately began seeking a capable vendor that could custom-design a software solution to its specific needs.

■ Solution Approach

Northridge was engaged to design, architect, and construct a custom software application, called "TL Pro", that would overcome the shortcomings of the legacy application and meet TitleMax's business requirements and growth expectations. Northridge' business analysts and software architects worked with TitleMax management to uncover the business requirements by observing, analyzing, and documenting the way the company conducts business at the store and corporate levels.

Northridge designed and constructed TL Pro from the ground up to leverage the Microsoft.NET framework and custom web services for communication between the client application and the server. By keeping a majority of the business logic centralized on the server, updates and enhancements to the system are made quickly and easily without disrupting productivity in the stores.

The solution implemented by Northridge utilizes clustered Microsoft SQL Server database servers connected to an EMC SAN and a load-balanced farm of front-end servers to house the web services layer. Data is replicated at five minute intervals to a reporting environment, providing management with real-time intraday visibility into individual store and overall company performance.

■ Results Delivered

TL Pro has been a tremendous success for TitleMax and has helped enable the company to increase its store presence by five times since the launch of the application. TitleMax has grown to be the market leader within its industry and is poised for significant future growth and market domination. TitleMax continues to leverage the services of Northridge as its outsourced IT provider and application architect.

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The team at Northridge has continually exceeded all of our expectations. Whether they are designing our IT infrastructure or developing our core business application, they continue to impress us with quality and professionalism.

John Robinson

Chief Operating Officer
TitleMax, Inc.

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