

How Rock Solid Funding Accelerated Lending Operations Through Digital Transformation

Powered by Cloud Maven, Inc Credit Checker and Secure File Transport

10X

Faster Credit Verification

Automated checks
accelerated processing

Hours
to
Minutes

Routine Credit Tasks

Daily processing time
dramatically reduced

ZERO

Business Disruption

Operations continued
without interruption

CLIENT & PROCESS CONTEXT

Rock Solid Funding is a financial services provider specializing in recreational equipment loans to people across the United States. The company's reliance on long-standing traditional business models has made it increasingly difficult to continue operating efficiently. With an evolution of the lending industry moving toward being "digital first," the company realized that they would have to transition their infrastructure and move away from paper-based processes.

Rock Solid Funding was aware that making this type of transformation would be much more than just buying new software. They knew they would need extensive support, thoughtfully implement the solutions they chose, and select solutions developed specifically for the financial services sector, where security and accuracy are non-negotiable requirements.

THE BUSINESS CHALLENGE

Rock Solid Funding operated heavily on paper-based systems that require significant manual labor to accomplish even basic lending functions. There was no prior experience with modern platform such as Salesforce. As such, the entire process would require multiple disparate tools or processes to perform required credit verifications.

The primary operational challenges affecting Rock Solid Funding included the following:

- Each manual credit check involved numerous non-integrated steps within legacy systems.
- No staff member had prior knowledge of Salesforce or other digital platforms.
- Documents sent through unsecured channels created additional security and compliance risks.
- Each lending decision required staff to spend considerable time transitioning among various software applications.
- Credit verification processes often caused significant delays in the lending pipeline.
- Lack of encrypted document handling exposed sensitive customer information to unnecessary risk.

WHY CHANGE WAS NEEDED

- 1 Manual Credit Checks**
Disconnected steps slowed credit verification
- 2 Unsecured File Exchange**
Sensitive files moved through insecure channels
- 3 Multiple System Switching**
Staff moved constantly between separate applications
- 4 Limited Digital Experience**
Team lacked experience with digital platforms
- 5 Verification Delays**
Credit checks slowed the lending pipeline

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THE CLOUD MAVEN, INC SOLUTION

Rock Solid Funding partnered with Cloud Maven, Inc and implemented a comprehensive suite of solutions to automate their entire lending process. The tools included Credit Checker, Secure File Transport, and custom API development, all integrated into their existing Salesforce environment.

CORE CAPABILITIES

- **Automated Credit Checks:** Run credit checks and soft inquiries automatically.
- **Secure File Exchange:** Share sensitive customer documents through encrypted channels.
- **AppOne Integration:** Connect dealership applications directly into the lending workflow.
- **Automated Workflows:** Reduce manual data entry and repetitive administrative work.
- **Easy Team Adoption:** Simple interfaces helped employees learn the system quickly.

IMPLEMENTATION APPROACH

The initial roll-out happened in the autumn of 2019 when Rock Solid Funding deployed credit verification software, with additional tools implemented during the subsequent fifteen-month period. A key success factor was Cloud Maven, Inc's commitment to making new apps immediately usable for employees who had no prior experience working with Salesforce.

"Cloud Maven, Inc has been extremely thorough and gracious. They have rolled out enhancements to their products and checked in on us with genuine customer service care."

- Bryan Swink, Rock Solid Funding

BUSINESS RESULTS

Rock Solid Funding transformed a manual, fragmented lending process into an integrated digital operation. The transition improved speed, reduced administrative effort, and enabled modernization without disrupting daily business.

10X Faster

credit verification processing

Hours to Minutes

for routine credit activities

Zero Disruption

to ongoing business operations

- Integrated workflows reduced manual data entry and duplicate effort
- Encrypted document exchange strengthened protection of sensitive customer information.
- AppOne integration allowed dealership applications to flow directly into lending workflows.
- Simple interfaces helped employees quickly adopt the new digital process.

Learn more: solutions@cloudmaveninc.com | +1 (740) 470-0000 | [Book a demo](#)