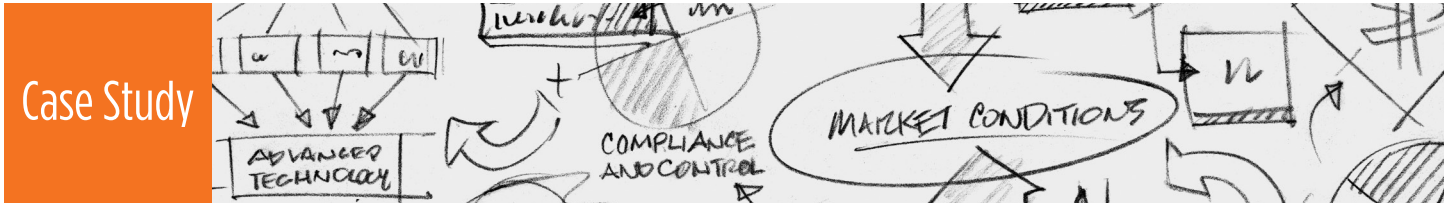


“Ellie Mae® gives you a quality product. They follow up. They do what they say they’re going to do.”



Case Study

COMPANY

- 1-800 East West Mortgage
- Type: Regional Call Center Originator
 - Size: 70 employees
 - Annual Loan Volume: \$800 million
 - Location: Boston, MA

CHALLENGE

- Restructure and reengineer a high-profile company from the ground up
- Comply with federal and state regulations
- Accommodate the needs of a call center with increasing Internet fulfillment

SOLUTION

- Ellie Mae's Encompass360® Mortgage Management Solution
- Provides the enterprise technology needed to efficiently meet the needs of their business model
 - Enables speedy generation of accurate, compliant documents
 - Provides nearly effortless third-party ordering and fulfillment in the United States

Knowing they were totally dependent on technology, 1-800 East West Mortgage did their research

In 2005, 1-800 East West Mortgage was facing the most challenging period since its founding in 1988. The FDIC had issued a compliance-related cease and desist order, and the company's future was uncertain. Parent corporation Commerce Bank & Trust Company brought in a new president and CEO, Dave Bernotas, who had his work cut out for him.

“We have arguably the most well-known brand in our marketplace. You can walk up to anybody and they will probably break out into our jingle,” Bernotas says.

Taking over such a high-profile company at a moment of crisis meant facing enormous challenges. “I had to restructure and reengineer the whole company,” Bernotas recalls.

In addition to the regulatory problems he inherited, Bernotas had to contend with a rapidly evolving market. Changes to underwriting guidelines, as well as federal and state regulations, “were coming at us fast and furious,” Bernotas says.

And there was one more seismic shift happening at 1-800 East West Mortgage: The company was seeing a dramatic increase in Internet fulfillment, in addition to its original business model as a call center.

All of these challenges required an enterprise-wide technology solution. “The old technology was cumbersome and a burden,” Bernotas says. “I had to bring in something new that could help us meet these multiple challenges.”

The answer came in a single solution: Encompass® Banker Edition.

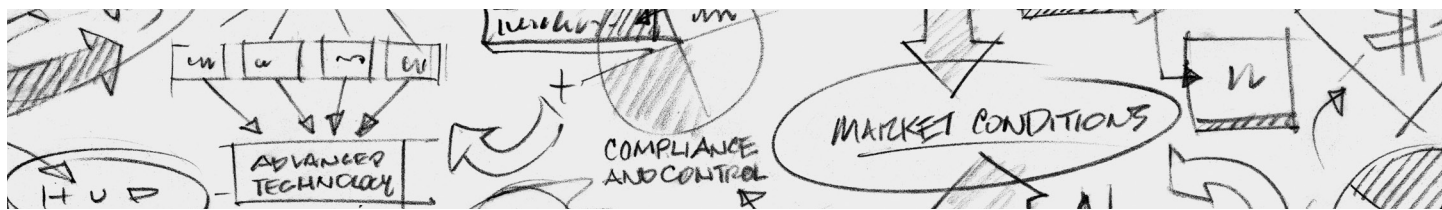
Regaining control through technology

In less than three years, Bernotas and his senior management team had solved all of 1-800 East West Mortgage's regulatory problems, cut costs, and instituted a new performance guarantee, all using Encompass Banker Edition, and now Encompass360.



“We did a tremendous amount of due diligence. We spent about six months looking at various solutions, and the bottom line was that Ellie Mae’s Encompass was the right choice. We compared how the various systems would accommodate our workflow, and the scalability—and the ease of that scalability—made Encompass the standout choice. Encompass360 also features additional capabilities that just aren’t available in other systems, or are only available with an additional cost. Encompass360 handles it all.”

Dave Bernotas, President and CEO, 1-800 East West Mortgage



About Ellie Mae

Ellie Mae® (NYSE Amex: ELLI) provides enterprise mortgage origination technology solutions for mortgage bankers, mortgage brokers, community banks, credit unions and other mortgage lenders. The company’s offerings include the Encompass360® Mortgage Management Solutions, Encompass CenterWise™ websites and electronic document management services, Encompass Closer™ document preparation services and the Encompass Compliance Service™, Encompass Assured GFE™ and Encompass Product and Pricing Service™. Ellie Mae also hosts the Ellie Mae Network™ that allows mortgage professionals to conduct electronic business transactions with the lenders and settlement service providers they work with to process and fund loans. Ellie Mae was founded in 1997 and is based in Pleasanton, California.

To learn more about Ellie Mae, visit www.EllieMae.com or call 877.355.4362.



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The mission-critical applications provided by the Encompass360 system—in addition to Ellie Mae’s proven, reliable service—have been key to 1-800 East West Mortgage’s success.

It begins with compliance, the first and most crucial issue facing Bernotas when he assumed control of the company. “The Encompass360 system is set up to keep us compliant,” Bernotas says. 1-800 East West Mortgage runs loans through the Encompass Compliance Service™, an automated compliance service inside Encompass360, to check transactions against underwriting rules and changing market regulations.

To cut costs, 1-800 East West Mortgage uses Encompass360 to deliver documents electronically, including all loan documents, which borrowers sign and return electronically as well. “When I first took over the company, we produced over 6.5 million pages of printed documents a year. Today we do less than a million,” Bernotas states. As a result, East West’s savings on paper costs alone total almost \$80,000 a year.

And with the help of Encompass360, East West has eliminated other major costs—

it no longer uses an appraisal management firm in its core markets, or third-party vendors for file retention and imaging. “We’ve now moved that entirely to Encompass360,” Bernotas relates.

Another benefit of Encompass360: 1-800 East West Mortgage can use it to handle all its third-party ordering and fulfillment, using the Ellie Mae Network™.

Finally, Encompass360 has been a “tremendous help for customer service,” Bernotas reports. By 2006, East West was able to offer a performance guarantee that loans will be ready to close in just 14 days. “And now we’re offering a \$500 flat-fee closing cost,” Bernotas adds.

“We dug in, and today it’s a totally different company,” says Bernotas. “We run a good, tight, clean business with a tremendous amount of repeat customers. It’s an organization I’m proud to be a part of.”

Learn how other Ellie Mae clients are tackling business challenges with Encompass360. Contact us at www.elliemae.com/casestudy.

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