

corzent x simpology

Transforming Australia's Home Loan Processing

The Simpology Story



Building a great
tech product is tough.

But scaling that product?

That's where most companies hit a wall. This is the growth story of Simpology, an Australian Fintech company that set out to solve a problem many Australian lenders were struggling with. When Australia's competitive lending market demanded faster, smarter home loan processing, Simpology answered with a platform that could handle a large number of applications seamlessly. But with success came the challenge of scaling and in Australia's tight tech talent market, that meant thinking differently about how to grow.



Who is Simpology?

Simpology stands at the forefront of Australia's fintech revolution, providing a sophisticated, white-labeled home loan platform that powers major banks and lenders across the country. Their platform does the heavy lifting in loan processing- integrating income data, bank statements, and crucial financial information into a smooth, efficient system that turns complex loan applications into streamlined workflows.

Industry:

Fintech (Home Loan Solutions)

Tech stack:

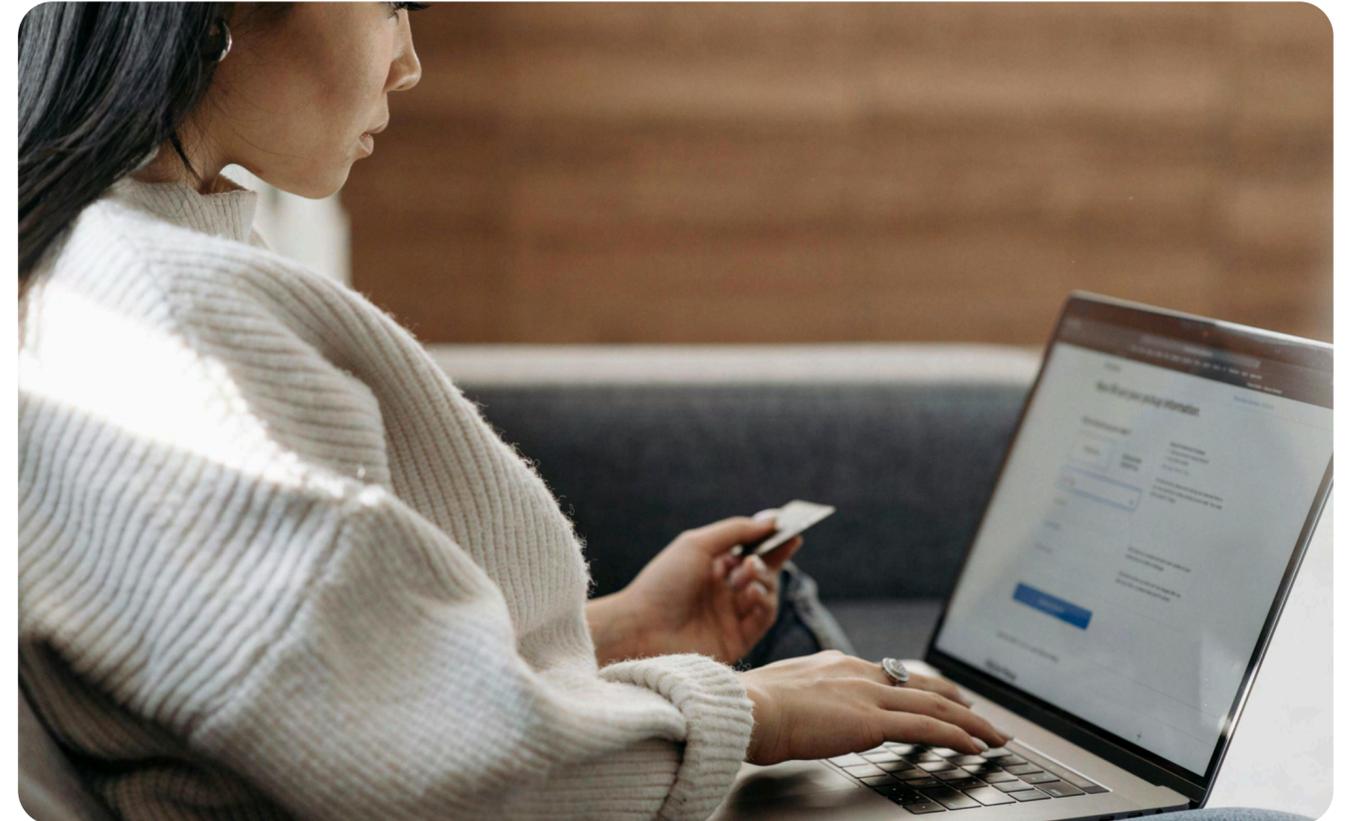


Service offered:

Service offered: Staff Augmentation & Dedicated Development Teams

Location:

Sydney, Australia



Team Scaling & Growth Metrics

 **2 devs - 5 teams**

Initial team size vs. final team size

Scaled from 2 developers to 5 cross-functional squads within 18 months.

 **6 months**

Time taken to scale

Scaled a full development team in under 6 months.

 **5%**

Attrition rate of extended team

Maintained an attrition rate of less than 5% over three years.

 **40%**

Percentage reduction in hiring time

Reduced hiring time by 40% compared to Simpology's internal recruitment process.



Beyond Traditional Team Building

The Australian tech scene was rapidly evolving, but that created its own challenges. Simpology needed to scale their development capabilities quickly, but the local market offered limited options- developers were scarce and costs were soaring. They weren't just looking for more developers: they needed partners who could think like them, work like them, and deliver the quality their financial clients expected.

"We weren't looking for simply a body shop, someone who can throw developers our way", explains Wayne Keyser, Head of Product Delivery and Development, Simpology. "We needed a company that shared our values, understood how we operated, and could match the quality we demand."

Enter Corzent. In these times of constant turnover, Corzent's industry low-attrition rate of 2.53% acted as more than just a high performance statistic. It represented stability, continuity, and cultural consistency that proved transformative for Simpology's growth strategy.

This stability translated directly into tangible benefits:

- Consistent team performance
- Reduced Knowledge transfer overhead
- Continuous skill development without constant team reshuffling
- Deeper understand of Simpology's platform
- Lower management overheads

Current coordinator	Broker/Lender	Brokerage/Entity	Status	show sub-status	Overdue	Urgent	Date range	More filters
Bill Brinkman	22/01/22	--	L201117154953	John Smith - \$ 1,760,000 Purchase, Owner occupied	68% 24 of 36	Assessment	Review supporting docs	→ ⋮
Kate Gubbins	20/01/22	--	L201117154953	Rob Brown - \$ 563,000 Refinance, Investment	90% 32 of 36	Waiting	Waiting for digital/electronic responses	→ ⋮
Ricky Glasman	16/01/22	24/01/22	L201022094748	George George - \$ 888,888 Purchase, Investment	100% 52 of 52	Assessment	Info request response review	→ ⋮
Bill Brinkman	15/01/22	24/01/22	L66255433	Charles James Brown - \$ 234,000 Refinance, Owner occupied	100% 24 of 36	Assessment	Decisioning in process	→ ⋮
Bogdan Bogdanowski	10/01/22	--	APP - 112345	Janine Japlin - \$ 1,000,000 Purchase, Owner occupied	33% 12 of 36	Decision	Conditional approval	→ ⋮
Bill Brinkman	04/01/22	16/01/22	LAPP - 112345	John Smith - \$ 1,760,000 Purchase, Owner occupied	100% 36 of 36	Assessment	Application submitted	→ ⋮
Bill Brinkman	22/12/21	--	LAPP - 112345	Mike Miller - \$ 234,000 Refinance, Owner occupied	68% 24 of 36	Assessment	Review supporting docs	→ ⋮
Suzanne Lambie	16/12/21	24/01/22	L66255433	Clare Wilford - \$ 888,888 Bridging, Investment	100% 36 of 36	Decision	Unconditional approval	→ ⋮
Kate Gubbins	10/12/21	24/01/22	L201117154953	John Jones - \$ 1,760,000 Purchase, Investment	100% 36 of 36	Finalised	Settled	→ ⋮
Tracey Bailey	09/12/21	24/01/22	APP - 112345	Janine John Swaffling - \$ 234,000 Refinance, Owner occupied	100% 36 of 36	Waiting	Imminent settlement Waiting for digital/electronic responses	→ ⋮
Bogdan Bogdanowski	08/12/21	24/01/22	APP - 112345	Testing Application only	2% 1 of 50	Assessment	Application received	→ ⋮

Building Success Together

Starting small proved useful. The collaboration began with just two senior developers carefully chosen to align with Simpology’s cultural and technical standards. As these developers mastered Simpology’s platform and practices, they became the foundation for broader growth. †

The results speak volumes:

- Growth from 2 developers to 5 dedicated development teams and 5 QAs
- Significant reduction in training and onboarding costs
- Faster development cycles without compromising quality
- Enhanced work planning processes that spread across the entire organization

The partnerships' impact went beyond just adding team members. The Corzent teams brought fresh perspectives and robust work planning techniques that Simpology adopted across their entire development process.



A Partnership that Grows with time

Corzent has been instrumental in onboarding our teams and significantly **reducing our costs in both time and money** when it comes to training and finding talent, notes Wayne.

Their **effectiveness and speed of delivery** have been **impressive**. We have a clear path forward with Corzent, which positions us well for growth.

Wayne Keyser

Chief Product Officer



Corzent is a collaborative, people-first, digital product engineering company, empowering businesses of all sizes to build and scale. Established in 2021 and headquartered in Sri Lanka with a regional centre in UAE, Corzent leverages its expertise in UI/UX design, prototyping, SaaS & mobile development, to help clients seamlessly integrate their existing teams with our staff augmentation and dedicated development services.

For inquiries please reach

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