

Modernizing enterprise webforms with a zero-code platform

Client

US-based leading financial services provider of sub-prime loans across USA and Mexico offering personal loans and auto loans

Company Size

6,000+ employees

Location

North America

Marlabs partnered with a large financial services organization to modernize a legacy PowerBuilder-based customer forms ecosystem that supported more than 300 business-critical forms. These forms were central to transactions such as loan applications, contracts, insurance documents, and customer notices but could not support modern digital channels or rapid updates.

We designed and delivered a next-generation, zero-code webforms platform that enabled fast form changes, multi-channel delivery, and business-user ownership. The solution dramatically reduced time to market, enabled remote sales workflows, and established a reusable accelerator that strengthened Marlabs' long-term partnership with the client.



Product
Engineering



Application
Development



Intelligent
Automation



Document
Processing
Automation

The Challenge: Legacy forms constrained speed and digital channels



Objective: Enable rapid, business-led form updates while supporting modern digital channels and remote transactions.



Existing Issues: Legacy PowerBuilder forms required multi-week release cycles and could not support mobile, web, or tablet-based experiences.



Solution Needed: Marlabs implemented a zero-code, RTF-based digital forms platform supported by web services and centralized governance.



Outcome: The client reduced form update cycles to less than two days while enabling high-volume, multi-channel digital form delivery.



The client relied on hundreds of PowerBuilder-coded forms that slowed time to market and limited digital expansion. Even minor legal or policy updates required lengthy development, QA, and release cycles.

The Solution: Building a zero-code, multi-channel webforms platform

Marlabs delivered a modern digital forms platform designed for speed, scalability, and business ownership. The solution decoupled form management from legacy systems and enabled secure, API-driven delivery across all customer-facing channels.

Phase 1: Assessment & Architecture Design

Marlabs assessed the existing PowerBuilder forms landscape and designed a future-state architecture focused on portability, security, performance, and user experience.

Workstreams:

- Legacy landscape analysis
- Future-state architecture design
- Security and performance principles

Phase 2: RTF Template Enablement & Conversion

Our team converted more than 300 PowerBuilder forms into editable RTF templates that preserved exact print fidelity.

Workstreams:

- RTF template conversion
- Print format validation
- Template standardization

Phase 3: Platform & Web Services Development

The team built a web-based platform for template management and an API framework to serve all digital channels.

Workstreams:

- Web-based template management
- Version control implementation
- API framework development

Phase 4: Automation & Intelligent Quality Assurance

Using our mAdvisor text extractor, we automated form reviews and improved conversion accuracy.

Workstreams:

- Automated form validation
- Intelligent issue detection
- Productivity acceleration

Services and Technologies Used:

Services:

- Product Engineering
- Application Development
- Intelligent Automation
- Document Processing Automation

Technologies:

- ASP.NET Core
- Angular
- SQL Server
- Aspose

The Results: Impact on the client organization

The engagement delivered a scalable, zero-code webforms platform that transformed how the client manages and delivers customer forms across digital channels. Beyond operational efficiency, the solution strengthened Marlabs' credibility and created new growth opportunities through reuse and downstream engagements.



Accelerated Time to Market: Form change cycles were reduced from more than three weeks to less than two days.



Improved Operational Productivity: Intelligent automation reduced form review effort from 2-3 days per form to under half a day.



High-Volume Digital Enablement: More than 400,000 forms are generated every month across web portals, mobile apps, tablets, and digital signature channels.



Remote Sales Enablement: The platform enabled remote loan closures as part of a critical post-COVID digitization initiative.



Zero-Code Business Empowerment: Legal teams can modify and publish customer forms within an hour without technical intervention.