

CASE STUDY

PERX - NAVIGATING REGULATORY CHANGE AND MARKET GROWTH WITH SYMPHONIX

How Norway's leading crowdlender scaled fast, pivoted twice, and built a resilient lending platform powered by Symphonix.



PIVOTING AT SPEED

Launched and modified loan products in days—not months—responding quickly to shifting regulations and investor demand.

SCALING WITH PRECISION

Administered a growing loan book with just six employees by leveraging Symphonix's automation and back-end flexibility.

BUILDING FOR WHAT'S NEXT

Positioned for AI-driven growth, PERX uses Symphonix to scale operations while maintaining full compliance and control.

25%

Market Share

1,600+

Loans Brokered

3,000+

Active Investors

NOK 1 BILLION+

Funding Since Inception

OVERVIEW



HEADQUARTERS: Oslo, Norway

SOLUTIONS: Origination, Servicing,
Investor Management,
Collections

"Symphonix has all the functionality in the world for loan servicing--and it's incredibly flexible. We can customize everything we need for our specific use case."



Balazs Farkas
CTO, PERX

Company Overview

PERX, headquartered in Norway, is a crowdlending platform focused on bridging the gap between private and institutional investors and property-focused SMBs.

Founded with a vision to revolutionize peer-to-peer lending, PERX began its journey offering unsecured consumer loans. However, faced with shifting regulations and a maturing market, they

successfully pivoted to serve the real estate and business lending sectors.

With a small but agile team, PERX has captured a remarkable 25% share of Norway's crowdlending market. Their ability to adapt quickly has set them apart, and their technology stack—anchored by Symphonix—has been a key enabler of that agility.

The Challenge

PERX faced a uniquely complex path to growth:

- **Regulatory Uncertainty:** Originally focused on unsecured consumer lending, PERX had to pivot twice due to evolving government regulations—first toward collateral-backed loans for individuals, and eventually to loans solely for businesses.
- **Changing Product Strategy:** As investor confidence shifted, PERX had to adapt its loan offerings to align with market preferences.
- **Resource Constraints:** Operating with a lean team, PERX needed a platform that could do more with less—offering flexibility, customization, and automation without excessive headcount.

The Solution

To stay nimble in the face of change, PERX relies on Symphonix's Origination and Servicing modules. Their use of the platform enables them to:

- Launch and modify loan products quickly in response to regulatory changes
- Administer a growing loan book with a small operational team

- Retain a modular, flexible tech stack tailored to their local market needs

While PERX uses its own custom-built front-end application (developed and maintained by CloudKaptan), Symphonix handles the core back-end automation and compliance logic.

The Implementation

Symphonix's integration was foundational for PERX's transformation. As product demands changed, their small internal team, supported by CloudKaptan, adapted quickly—often making key changes within days. Their platform supports manual overrides where needed, while still offering paths toward full automation.

“Our journey hasn’t been linear. We’ve had to pivot our model multiple times, and Symphonix allowed us to do that without needing a huge reimplementation every time.”

— Lars Jacobsen Hafstad, CEO, PERX

The Results

- **25% Market Share:** In just three years, PERX went from a startup to owning a quarter of the Norwegian crowdlending space.
- **Fast Pivots:** From consumer loans to collateral-backed consumer lending to business lending, Symphonix supported PERX's evolving business model without costly rewrites.
- **Future-Ready Foundation:** As they prepare to automate more of their operations and explore AI, PERX is confident that Symphonix will scale with them.

Conclusion

For PERX, growth has meant more than customer acquisition—it's been about resilience, adaptation, and smart use of technology. By leveraging Symphonix, they've not only weathered regulatory shifts but emerged as a major player in their market.

As PERX continues to expand its reach and functionality, Symphonix remains a trusted partner—flexible enough to handle what's now, and powerful enough to support what's next.

For more information, talk to one of our experts at symphonix.com