

# Corporate Overview



## ClairMail: The Undisputed Mobile Banking & Payments Leader

ClairMail is the acknowledged leading provider of enterprise-wide mobile banking and payments solutions:

- **Vendor of Choice for Top Institutions:** Trusted by 8 of the top 12 financial institutions in North America to power their mobile banking offerings.
- **Adoption Leader:** The most widely adopted solution in the market, with more active users – by a wide margin – than any other mobile banking vendor. (Celent)
- **Enterprise Mobile Banking Specialist:** Purpose-built for large institutions, with over 300 million cumulative mobile banking transactions conducted by millions of customers.
- **Proven Results:** Interviews with 8 ClairMail clients found that all exceeded their adoption goals by up to 100 percent and experienced higher retention, greater acquisition, reduced costs, lower fraud losses and attracted more profitable customers. (TowerGroup).

## What Makes ClairMail Unique?

ClairMail delivers the only solution capable of fulfilling the stringent requirements for an enterprise-wide mobile banking solution by providing a unique set of product features:

- **Any Channel Enrollment:** ClairMail opens its solution to an FI's entire customer base by enabling enrollment through any customer interaction channel.
- **Actionable, Smart and Cross-Modal Alerting:** ClairMail empowers FIs to deliver personalized, high-value content that their customers, want when they need it, via actionable, smart and cross-modal alerting.
- **Self-Adapting Mobile Web:** ClairMail provides an intelligent layer of page renderers that deliver the best possible mobile web experience on any device.
- **Modality Integration via Smart Client Application:** ClairMail offers a streamlined and integrated customer experience across modalities on smartphones through its downloadable Smart Client application.
- **Process Orchestration:** ClairMail seamlessly manages processes and data exchange across all FI systems in order to resolve issues and complete tasks.
- **Institution-Wide Mobile Connectivity:** ClairMail integrates with any system of record at the FI, across bank products and functions, in order to provide a unified, enterprise-wide mobile solution.

## Company Facts

*Founded:* 2004

*Headquarters:* San Rafael, California

*Funding:* Privately-held with funding from premier venture capital firms

### *Management Team:*

Pete Daffern – Chief Executive Officer  
 Steve Anderson – Chief Financial Officer  
 Joan Beardsley – VP of Professional Services  
 Todd Clyde – VP of Worldwide Sales  
 Shirley Foster – VP of Engineering  
 Dave Galloway – VP of Customer Advocacy  
 Robert Miller – General Counsel  
 Gordon Simpson – Chief Technology Officer  
 Mark Slippy – VP of Human Resources  
 Carl Tsukahara – VP of Marketing

### *Awards:*

Andrew Seybold Choice Award  
 BAI Innovation Moment Award  
 Bank Technology News Innovator Award  
 Celent Advanced Technology Award  
 CODiE “Software Newcomer of the Year”  
 FierceWireless “Fierce15” Winner  
 Frost & Sullivan Market Leadership Award  
 InfoWorld “Very Good” Rating  
 Javelin Strategy & Research “Best in Class”  
 MobileTrax Mobility Award  
 MobileVillage Mobile Star Award  
 Red Herring 100 Global Award  
 Red Herring 100 North America Award

## ClairMail, Inc.

781 Lincoln Ave., Suite 200  
 San Rafael, CA 94901

**Phone:** (415) 526-7000

**Fax:** (415) 526-7099

**Web:** [www.clairmail.com](http://www.clairmail.com)

**email:** [info@clairmail.com](mailto:info@clairmail.com)