Yodlee AccountOpening

Turn online account requests into open, funded accounts

69% of financial institutions surveyed will replace or buy an online account opening solution in the next 5 years.

*– Aite Group
Bank Survey
August 2006*

Yodlee® AccountOpening accelerates the process of opening and funding new accounts—online and in a single session. Yodlee AccountOpening is an easy-to-use, highly configurable solution for eligibility verification, account verification and funds transfer.

Yodlee AccountOpening:
1. Is the most complete online account opening solution, and
2. Increases conversion rates and profitability

THE MOST COMPLETE

Online banking has revolutionized the way consumers bank. Yodlee AccountOpening creates a better consumer experience for opening and funding new accounts at a financial institution's website.

Consumer Value Proposition

Yodlee AccountOpening utilizes proprietary technology to close the sale online. Consumers can research products online, express an interest in a desired product, and then, with Yodlee AccountOpening, they can complete the account set-up in the same online session.
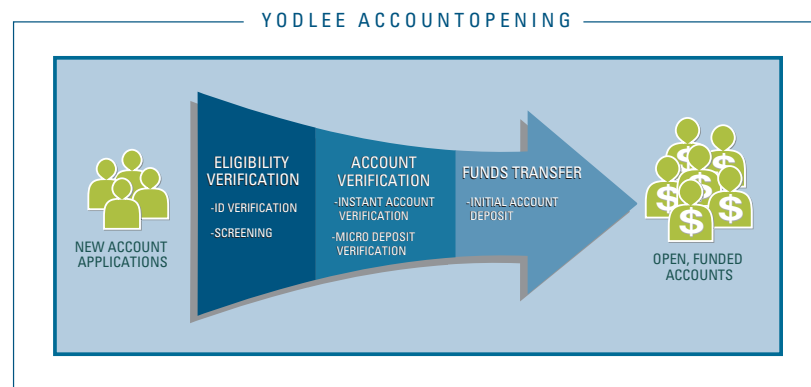
With Yodlee, consumers experience fewer errors versus paper-based and offline processes, save time, are more likely to complete the process, and are more satisfied with their initial account experience. During their account opening process, consumers also gain immediate feedback on the success or failure (errors) on screen and/or via email.

In addition, consumers overwhelmingly prefer Yodlee's Instant Account Verification (IAV) over the micro deposit approach—usage shows that 3 out of 4 consumers choose IAV when presented the option.

THE ACCOUNT OPENING PROCESS

Financial institutions benefit from Yodlee's most complete online account opening solution with these integrated components:

1) Eligibility verification. This two-step process begins with **identity verification,** which is powered by Yodlee's relationship with companies such as Equifax. This step incorporates complex customer screening and verification using information known only by the account holder, while meeting OFAC and Patriot Act requirements. The second step involves **account screening** through a partnership with eFunds, which conducts a thorough database review of a person's past financial behavior.

2) Account verification. Yodlee's Instant Account Verification (IAV) uses the industry's largest account verification database to review consumers' online credentials to confirm account ownership. Yodlee's broad coverage makes IAV available to more consumers than any other provider. Yodlee AccountVerification also utilizes micro deposit verification for accounts unable to complete the IAV process.

3) Funds Transfer. Yodlee supports an unparalleled next-day or three-day ACH debit, with a corresponding credit to the new account or a holding account. Yodlee also provides the industry's most flexible risk management tool to fit any risk policy.

YODLEE ACCOUNTOPENING

NEW ACCOUNT APPLICATIONS

ELIGIBILITY VERIFICATION
-ID VERIFICATION
-SCREENING

ACCOUNT VERIFICATION
-INSTANT ACCOUNT VERIFICATION
-MICRO DEPOSIT VERIFICATION

FUNDS TRANSFER
-INITIAL ACCOUNT DEPOSIT

OPEN, FUNDED ACCOUNTS

Yodlee AccountOpening enables customers to open new accounts— in seconds, not days.

Yodlee AccountOpening

GROWTH IN PROFITS

Yodlee AccountOpening's intuitive consumer features and proprietary technology drive increased profit. Offline paper processing costs around $65 per application. Yodlee reduces costs by moving most of these new account requests 100% online. Faster processing, higher conversion rates, and lower processing costs, are concrete earnings you can see immediately.

Yodlee also dramatically reduces the inherent risks in opening and funding new accounts such as transaction default, fraud protection, and exceptions processing.

1) Transaction default. Yodlee provides a powerful Yodlee CustomerCare solution that allows interruption or suspension of credits in the case of debit failure of the initial deposit.

2) Fraud protection. Name-matching of the requestor to the account using Yodlee's Instant Account Verification is a powerful assurance not available in the micro deposit method.

3) Exceptions processing. Yodlee AccountOpening has the most configurable exceptions management platform to help financial institutions address exceptions quickly, appropriately, and in keeping with the risk policy of the institution.

YODLEE PLATFORM

All Yodlee solutions are designed with a highly configurable user interface to be easily and seamlessly integrated into any financial institution's online channel. Data quality and scalability are continually monitored to grow with an institution's increasing needs. Yodlee solutions are built to support the latest Web 2.0/AJAX features of the Internet. Yodlee offers both application and software development kit (SDK) product versions, as well as hosted and enterprise deployment options. Since all Yodlee solutions share a common data infrastructure—the patented Yodlee Platform—financial institutions can leverage rich customer data across multiple applications.

HIGH QUALITY SUPPORT

Yodlee's professionals are true partners with clients. From implementation projects to day-to-day support, Yodlee commits to providing knowledgeable and responsive individuals who truly listen and understand client needs. Yodlee's experts work with client teams to implement best practices, maximize usage, satisfy customers, and keep operations running smoothly 24 x 7.

Proven Security

Yodlee ensures the highest levels of security to meet and exceed financial industry and federal regulatory standards. Yodlee utilizes hardware encryption for maximum security of data and has extensive security related monitoring of systems, applications and networks. Yodlee's security is tested on a continuous basis by industry leading security firms, the FFIEC, and leading financial institutions. Yodlee's security meets industry standards such as SAS 70 Type II, ISO 17799 Compliance, and Visa CISP Level One Compliance. Yodlee is also active in the deployment of multi-factor authentication techniques, working with vendors, financial institutions, and standards organizations to strengthen applications and meet FFIEC compliance.

Yodlee AccountOpening

Open a New Account - Step 4
IQ Bank and Trust can open your new account online in less than ten minutes. Our solution allows you to quickly and securely verify your identity and transfer your opening deposit into your account.

Successfully Verified

Congratulations! Your information has been successfully verified. Please choose the type of account you wish to open.

What type of IQ Bank account do you wish to open today?
- ○ IQ Free Checking
- ○ IQ Gold Checking
- ○ IQ Platinum Checking with Money Market Overdraft
- ○ IQ Interest Maximizer Money Market

How do you wish to fund your new IQ Bank account today?
- ○ I'd like to instantly transfer money from another online account - free, secure, and fast!
- ○ I will mail in a check

Fund Your New Account

Online funds transfer allows you to fund this new account today so that you have access to the account as soon as possible.

Funds transfers are free, secure, and fast.

Continue »

Turn more online account requests into funded accounts—faster.

Yodlee AccountOpening Features

KEY CONSUMER FEATURES		KEY BUSINESS FEATURES
• **ID verification integrated with Equifax** • **Eligibility screening integrated with eFunds** • **Online account verification** • **Online funds transfer**	• **Reduced errors and abandonment** • **Industry's latest cut-off times** • **Instant or micro deposit account verification** • **Transfer history** • **Transfer modification or cancellation**	• External account balance available for risk management • Broadest coverage of instant account verification • Most configurable exceptions management platform • Daily audit files • Both Risk & Good Funds models • Optional transaction risk assumption

Yodlee, Inc.

Leading financial institutions trust Yodlee to power critical online banking applications that increase profitability and drive more value from the online channel. Yodlee's proven consumer banking, payments, wealth management, and risk management applications unify all personal financial account information to deliver a simple, centralized and secure way for consumers to manage all of their financial tasks—any time, anywhere. Yodlee makes financial institutions' websites essential to their customers and generates new revenue opportunities. Over 100 leading financial institutions and portals, including Ameriprise Financial, AOL, Bank of America, Fidelity, JPMorgan Chase, Merrill Lynch, and MSN, offer Yodlee-powered solutions to millions of customers worldwide.

Questions or immediate needs?
Email us at **busdev@yodlee.com**

Yodlee, Inc.

3600 Bridge Parkway, Suite 200
Redwood City, CA 94065
Telephone: (650) 980-3600
Fax: (650) 980-3602