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The MX Advantage:

A Competitive Assessment

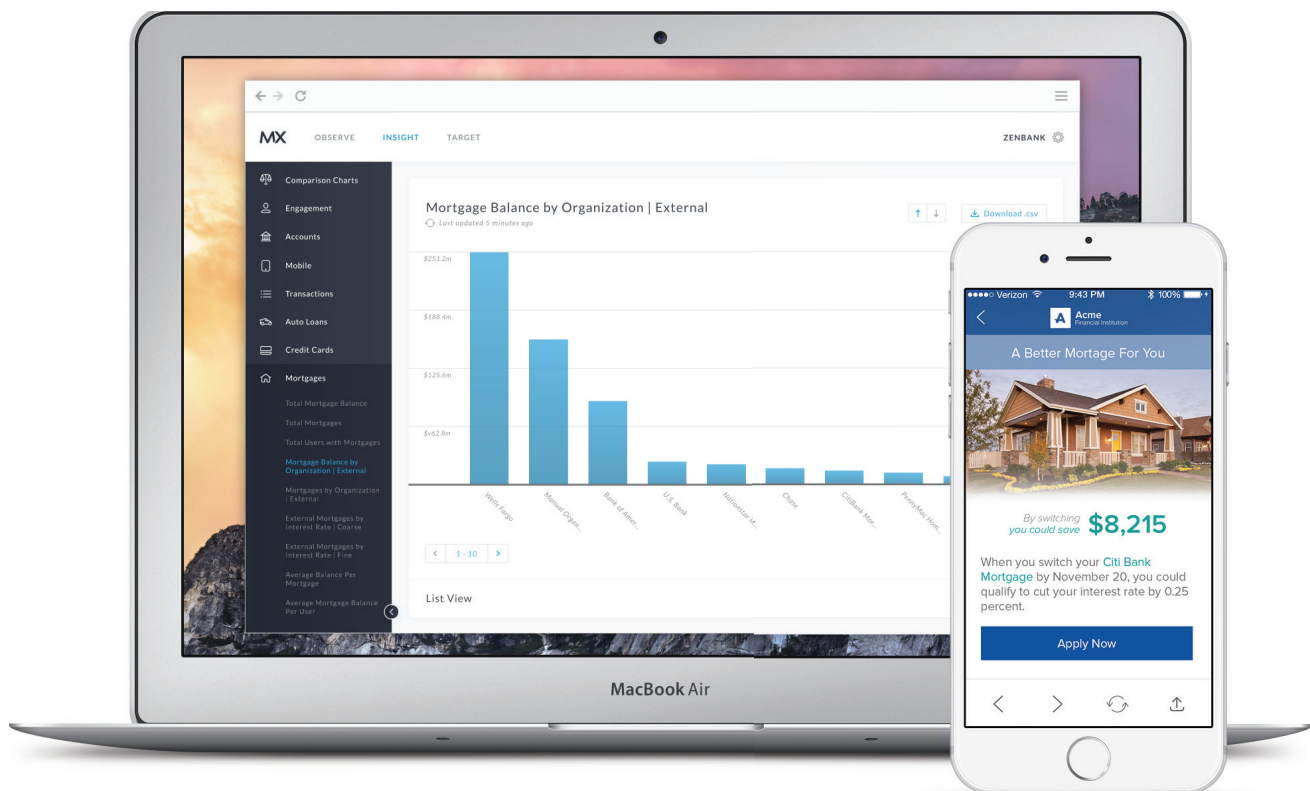


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The MX Advantage: A Competitive Assessment

Organizations that deliver value by properly gathering and utilizing data win. Companies like Amazon, Google, Netflix and eBay have more than proven this theory, they've actually shifted consumer mindset to where the collection and holistic use of data is expected and welcomed. This holds true for banking as well. Financial institutions have arguably more data on their account holders than any other industry.

For financial institutions who desire to become true advocates for their end-users, MX has developed the revolutionary category “data-driven money management” (DMM) by combining a world-class user experience with the power of analytics.

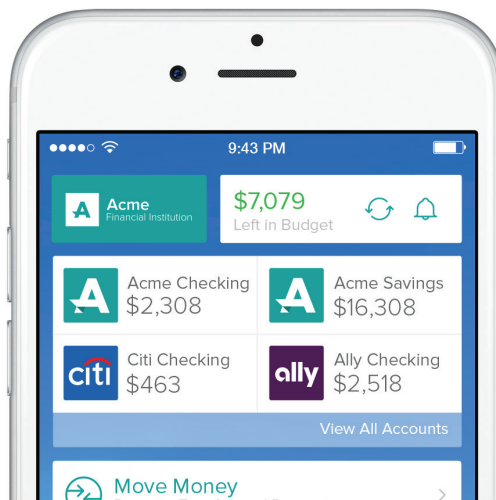
Data-driven money management is dependent on four things:

A world-class user experience with the power of analytics.

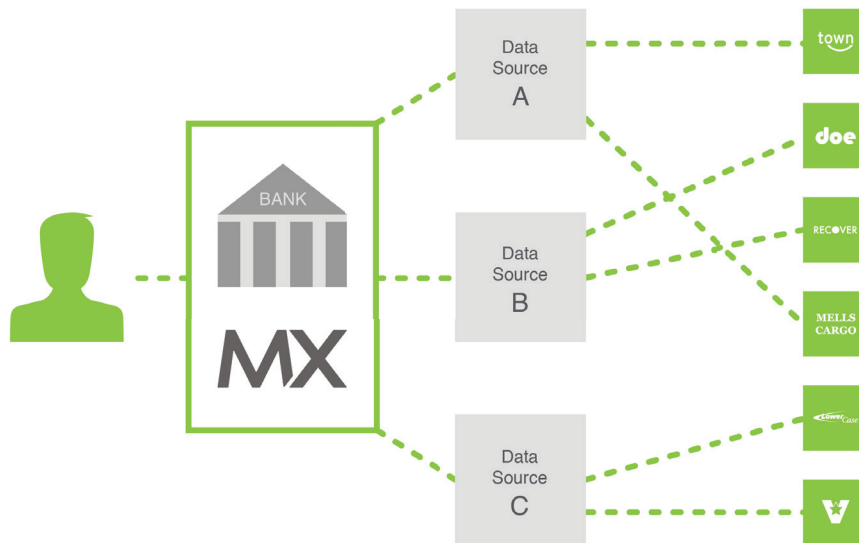
- 1) Cooperation from the fintech provider with the financial institution or banking technology partner.**



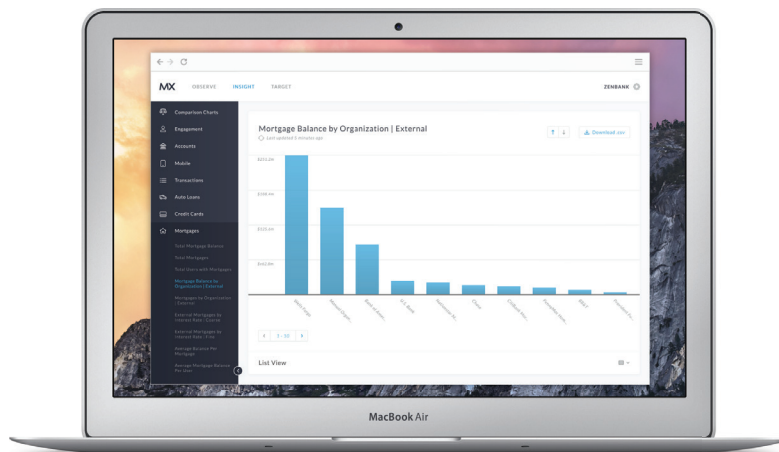
- 2) Enhanced experiences utilizing world-class, innovative user interfaces,**



3) A quality experience supported by the aggregation of internal and external data combined with superior architecture.



4) Actionable data from analytics that improves the consumer's life through superior service and grows overall revenue.



MX™

Below we will review each area and explain in detail how MX has accomplished creating this new category in fintech. We will also provide a comparative analysis of some similar competitors in this space.

1: Partnership with Financial Institutions and Banking Technology Partners

A common refrain in the press is that the banking industry is being attacked by fintech startups. Coverage often focuses on fintech startups seeking to displace banks and credit unions, unbundling services ranging from small business loans to robo-advisor wealth management services.

There are of course third party personal financial management (PFM) providers like Mint that help people track their spending but MX has taken the approach that banks and credit unions should be the central hub of their customers' financial lives. Our role is to entrench FIs as the go to advisor for their account holders, enabling digital experiences that delight and increase customer loyalty. MX works in tandem with the online and mobile banking providers of an FI to provide data-driven money management and is partnered with over 35 providers and counting.

2: Enhanced User Experiences

Today's account holders increasingly demand an engaging user experience — one that removes friction and simplifies their lives. They compare what you offer not only to your competitors but also to Google, Amazon, and Apple, and they'll leave your institution if you don't meet their expectations. MX enables you to exceed these expectations with our industry-leading user interface (UI) and user experience (UX).

"MX's user interface is second to none." - Caroline Philpott, Senior Director of Product Development at Visa

"MX is doing more than just putting lipstick on a pig. Its patent-pending Bubble Budgets combines colors, variable sizes and movements to give users an undeniably clear picture of their budget status on a yearly, quarterly, monthly, weekly, or even daily basis." - Jim Marous, editor at The Financial Brand



Below is a typical budget line chart, employed by almost all the digital banking solutions in the space. Ask yourself: Which account is in better shape, Account 1 or Account 2?



Account 1

Category	Current Value	Target Value
Housing	\$1,085	\$1,424
Transportation	\$721	\$925
Food & Dining	\$430	\$736
Entertainment	\$304	\$399
Financial	\$518	\$108
Shopping	\$300	\$289
Education	\$96	\$200
Health	\$122	\$65
Pets	\$122	\$65
Religion & Utilities	\$430	\$473

Account 2

Category	Current Value	Target Value
Housing	\$2,350	\$1,424
Transportation	\$1,888	\$971
Food & Dining	\$740	\$736
Entertainment	\$122	\$65
Financial	\$122	\$65
Shopping	\$122	\$65
Education	\$122	\$65
Health	\$122	\$65
Pets	\$122	\$65
Religion & Utilities	\$122	\$65

It's just one example of the engaging visualizations you can provide to account holders with the MX platform. Users expect this level of engagement in their digital banking experience.

Users expect this level of engagement in their digital banking experience.



The Data Behind the Experience

Ensuring constant access to data and delivering it in real-time is valuable but ultimately meaningless if the data is not easily understandable. This is why cleansing, classification and categorization are so crucial.

MX realized early on that transactions could not appear as a meaningless data string with a merchant name buried in the mix (example: NIXON PEABODY LLP 04ROCHESTERXXX726 XXX-XXX-1189 XXX027). Through natural language processing MX is able to cleanse such data (“Nixon Peabody”) and make it easily digestible.

By classifying your transaction data – identifying which transactions from external accounts are bill pay, ACH, POS or direct deposit – MX also allows you to identify key competitors that you can run campaigns against and ways to deepen your relationship with account holders by getting them to switch key services to you.

The old way to provide money management features was through personal financial management or PFM. Celent research has attributed poor PFM adoption rates to poor auto categorization accuracy. Forrester has also identified a common pitfall where there was a rush to launch before spending categorization accuracy had reached 90 percent. Many vendors claim that they’re at this threshold but how many FIs have actually tested it?

On three occasions MX categorization capabilities have been put to the test and have delivered.

Test One

A Fortune 500 financial institution completed a 5 million transaction categorization test, pitting MX against a key competitor. MX won convincingly, achieving 91 percent accuracy, while the competition lagged at 61 percent. If a PFM user has to manually categorize 4 out of 10 transactions they will cease to use the tool.

Test Two

MX tested its system against two other leading data providers. We ran more than 800 real transactions occurring from the East Coast to the West Coast through three different aggregation services (including ours).

We tested for both cleansing and categorization accuracy. What we found was that out of the box, MX had better cleansing and categorization rates than the

competition. We also found that once we ran the set of transactions through our full onboarding process (wherein we refine our algorithms to match the specific transaction set we're given), we reached rates of 99 percent cleansed and 98 percent categorized:

Transaction Cleansing and Categorization Accuracy		
<i>PFM Provider</i>	<i>Cleansed</i>	<i>Categorized</i>
MX (after integration)	99%	98%
MX (before integration)	96%	80%
Provider A	55%	69%
Provider B	85%	33%

Test Three

One of the largest banks in the country wanted to test both MX's consumer categorization accuracy and small business categorization accuracy, which is built upon both Quicken categories and IRS deductible categories that populate a Schedule C worksheet. After examining nearly 50,000 transactions across 10,000 different merchants, MX delivered 90% consumer categorization accuracy and 89% small business categorization accuracy.



Total Transactions	49,992	
Distinct Entries	12,844	
Count of Entries with < 10 Occurrences	16,196	32%
Count of Entries with >= 10 Occurrences	33,796	68%
# of Entries with > 100 Occurrences	52	
Consumer Categorization Accuracy		90%
Small Business Categorization Accuracy		89%

MX has taken the effort out of categorization, requiring minimal user intervention.

How We Do It

MX runs each transaction through a series of four separate filters as outlined below:

1. User Preference - If a user sets a personal preference for a particular transaction, it will be cleansed, categorized and classified according to that preference.

2. Parser - If a user doesn't set a personal preference, the transaction is parsed against a high performance data tree to determine if it fits any of our predefined rules. So, for instance, anything with "chevron" in the feed is automatically categorized as gas. This is generally used for national companies where it's absolutely clear that there will be no conflict with other company names.

3. Matcher - If the transaction isn't found by our parser, we have a set of manually created matchers that correlate with specific transaction feeds. Our in-house team of analysts reviews transactions in our system to optimize the user experience. This way even purchases at small corporations (including mom and pop shops) are categorized correctly. We also use the matcher for companies that might have overlapping names ("Smith's Groceries" and "Smith's Auto," for instance). As a result the matcher is incredibly precise.

4. Crowdsourced - If the transaction isn't found in any of our other processes, it is categorized by a system that takes into consideration collective user preference.

When account holders can log in and see every transaction cleansed and categorized, you know you're ahead of the competition. Through its system of parsers and matchers, MX has taken the effort out of categorization, requiring minimal user intervention.

Overcoming Skepticism, Creating The Best User Experience Possible & Creatively Marketing To Drive Adoption

Despite these advances in aggregation and the three Cs (cleansing, classification and categorization), MX faces a skeptical market. Analysts have often dwelled on the low adoption rates seen by financial institutions adopting the old PFM. "Plenty of banks have deployed PFM tools on their websites, but real-world customer adoption remains very weak, and banks have typically failed to realize the mass adoption they anticipated," wrote Gartner analysts Stessa Cohen and David Schehr in December 2013.

There were a myriad of challenges in getting PFM off the ground, one of which was a failure to deploy PFM functionality in a way that provides customers a context for its use. In many cases PFM was separated from traditional bank transactions via a separate page, tab or folder. In February 2015, Javelin's Mark Schwanhausser noted that PFM was "a term that causes many bankers to lock up mentally because they can't envision a way for personal finance management to escape the historical shackles of old-fashioned PFM in a tab ... PFM in a tab is - and always will be - a disappointment in terms of consumer adoption."

Instead of placing PFM in a standalone tab, MX has encouraged financial institutions to fully integrate PFM into the online banking experience utilizing a widget-based approach. Following this philosophy worked particularly well for ATB Financial, a Canadian regional bank that successfully launched their TrackIT PFM tool from MX. "PFM can't be an 'also' thing you tack on - forcing people to go to a special tab to do extra work," Rita Sly, managing director of channels at ATB Financial, told the Financial Brand. "It has to be part of their core experience."

ATB integrated the DMM experience into online banking, whether users were looking at their accounts or individual transactions. ATB's tool, TrackIt, also leverages an auto-budget feature that uses past transactions to create a custom budget for a user. The user can then alter these "bubble budgets" – which are sized to reflect how large each spending category is – to reflect what they would like to spend in a particular category, be it food or automotive or entertainment.



**Adoption rates
at more than
5x the industry
average.**

Colors – green for good to go, yellow for caution and red indicating a spending budget that was exceeded – further engage the user in the data-driven money management process. Bubble budgets allow users to clearly track their progress and ensure that they stay on the path to meeting their financial goals. No one wants to interact with a spreadsheet, users of personal financial management tools seek engaging visualizations. One of the clear advantages for an MX client is that they can either use the MX UI or absorb the data through our Nexus API and build their own interface, providing a great deal of flexibility in how the user experience is crafted.

Historically PFM adoption has hovered around only 5 percent. MX's approach, combining a sleek user interface powered by data, has delivered adoption rates at more than 5x the industry average. ATB Financial had 46% of their online banking customers adopt the product within six months. Farmers Bank & Trust launched their MX solution, branded as Clarity, at the start of 2014 and saw 50% adoption within a year.

However, one cannot underestimate the role of financial institution marketing and customer education in driving such adoption. MX works with its partners to create a stronger connection with DMM users.

Farmers Bank & Trust encouraged its employees to become active users of their DMM solution and share personal successes with customers to drive interest in the technology. Whether sharing stories about how they trimmed their dining expenses or paid off their student loans in a shorter time frame, employees created a deeper bond with customers as they explored the tool. The bank also ran a sweepstakes that incentivized customers for logging in or adding external accounts.

ATB promoted their tool as a free upgrade with a video explaining its functionality. Customers could then say yes or no to trying it but the bank continued to engage those who said no with messages like "Ever wonder how your spending adds up?" This drove customers back to the upgrade page with a better chance of adoption. When working with its partners, MX has always encouraged creative engagements that get people interested in its technology.

3: The Imperative Of Reinventing The Broken Backend: Aggregating Internal and External Data

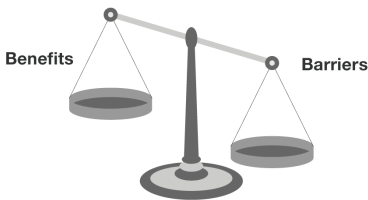
Aggregating a user’s accounts to provide a holistic view of their finances and categorizing their transactions to guide monthly budgeting sounds great in theory. However, few providers of personal financial management (PFM) solutions have managed to deliver what was promised.

Single source aggregation is prone to broken data connections, meaning users often cannot view their accounts at certain financial institutions. Many PFM providers have also failed to properly cleanse and categorize transactions, delivering data where the merchant and spending category are unclear. Many transactions that are clearly assignable to a specific category have instead fallen in the miscellaneous bucket or been miscategorized. How can you properly manage your finances if your PFM engine cannot decipher obvious grocery or gas spending?

FORRESTER RESEARCH | EBUSINESS & CHANNEL STRATEGY PROFESSIONALS

The Barriers To Adoption Of Money Management Can Outweigh The Perceived Benefits

The State Of Digital Money Management, 2014



Step 1: "What do I have?"	Benefits Complete and up-to-date view of a customer's finances.	Barriers Technical and territorial problems with account aggregation can leave customers with an incomplete view.
Step 2: "How am I doing?"	Benefits Understanding of income, spending, and overall financial position.	Barriers Poor auto categorization can leave users having to categorize their own transactions.
Step 3: "What should I do?"	Benefits Advice on what to do.	Barriers Lack of predictive, actionable advice can leave users uncertain.
Step 4: "Do it!"	Benefits Help taking action.	Barriers Often disconnected from payments and transaction execution.



MX realized early on that the user experience could only be positive if the back end was stable and superior to products already available on the market. Always-on aggregation, easily visible merchant data and accurate categorization are absolutely imperative to delivering that minimum level of reliability necessary to drive mass adoption.

We know that the first MP3 player wasn't an iPod, the first tablet wasn't an iPad and the first smartphone wasn't an iPhone. What do these three devices have in common? They took an existing technology and gave it ease of use. Similarly MX has replaced the old strategy of PFM with the new Data-driven Money Management

PFM's Early Stumbles & MX's Solution: Multi-Source Aggregation

The first account aggregation service was Vertical One, which merged with Yodlee in 1999. Over the span of 16 years, account aggregation services have faced a host of technical challenges.

"Early problems with account aggregation left many financial managers with a jaded impression that lingers to this day. Aggregation remains imperfect, and there are risks and costs associated with consolidating account data," wrote Javelin in its June 2009 report *Personal Finance Management Beyond PFM Lite: How to Create the Next Generation of Consumer Money Management*. "FIs have complained that the reliability of aggregated data is suspect because of a lot of breakage."

One of the causes of breakage was screen scraping. Screen scraping is a technology that extracts details – such as financial transactions from a web page – by mimicking human behavior. The downside to screen scraping is that if there are drastic changes to the web page, the connection may need to be updated before connectivity can be made stable again, a process that requires dedicated time from an engineer.

In November 2014 American Banker noted that "screen scraping also raises risk concerns, since it requires consumers to cough up their banking credentials." The Financial Services Information Sharing And Analysis Center published a white paper arguing that screen scraping also imposes a maintenance burden on FIs, requiring "some coordination from the FI to allow what appears to be an automated attack against their application. To avoid blocking the aggregator's attempt to screen scrape the financial institution's application with this or other current security controls, a whitelist of aggregator IPs are set up and maintained by the FIs."

Some FIs have stepped up their opposition. In November of this year the Wall Street Journal reported that Bank of America, J.P. Morgan Chase and Wells Fargo were cutting off aggregators, causing outages for users of Mint. A major shortcoming of typical account aggregation services in the industry is that they only use a single data provider. This means that if the single connection to the data provider breaks, the account holder must wait days, weeks, or even months for a connection to be restored.

MX approaches aggregation with the goal of redundancy and reliability, utilizing multisource aggregation so that if one connection to a data feed failed another would readily take its place. MX connects – and stays connected – to more than 19,000 financial institutions worldwide.

Recognizing the shortcomings of single-source aggregation, MX was the pioneer in inventing and patenting a process known as aggregation routing. Aggregation routing pulls consumer data from several sources, including MX feeds, publicly available feeds (CUFX, OFX, QFX, etc.) and third-party aggregation vendors. If a consumer encounters a broken data feed, that connection can be routed to one that is more reliable. Thanks to the capabilities of our aggregation router, Hydra, MX clients and their customers were unaffected during the recent crackdown on aggregators.

Competitors like Strands are beginning to understand the complications of a single-source aggregation model. Strands recently announced the introduction of meta-aggregation capabilities, with a dynamic broker engine that leverages multiple data sources and “chooses the optimal connection with the highest availability” for its aggregation service provider partners. However, this model still does not address the issue of multiple protocol types; competitors may have a way to connect to FIs but often through the same protocol. MX can connect via multiple protocols (our in-house MDX protocol, CUFx, OFx, QFX, etc.).

Third party research firms have previously argued that aggregation has been plagued by a lack of real-time data feeds. “Real-time data takes on added value as consumers increasingly become more mobile and demand to know where they stand financially at a given moment,” wrote Javelin. “The problem is that many FIs and merchants still rely on batched transaction data, forcing consumers to take financial action based on stale information.” MX further sets itself apart with MDX Live, which allows us to connect to clients with a real-time data feed. Whereas older APIs like OFX can only pull data, the real-time capabilities of MDX can push data immediately. This way users can see transactions appear from any aggregated account right after those transactions take place.

**If an FI wants
a real time feed,
MX is ready to
deliver.**

Real-time visibility is where the world is heading and this feature is a key differentiator between MX and its competitors. If we're confronting an older system that can only do batch process because it would otherwise break, we can do batch. If there are only pull requests because none of the systems are real time or there's no desire to code to real time, we can opt for pull. But if an FI wants a real-time feed, MX is ready to deliver.

4: Actionable Data

Providing users with a highly engaging way to manage their finances deepens satisfaction and loyalty. But the visibility provided by account aggregation — a comprehensive view of assets and liabilities — not only benefits the account holder but also benefits their FI. Armed with knowledge of external accounts via aggregation, FIs can begin generating revenue by effectively cross-selling and increasing their share of wallet through new deposit accounts and lending products.

Using MX's analytics platform, Insight, an FI can understand in greater depth than ever where their account holders are turning for all of their financial products. An FI can then offer a better rate on a credit card, mortgage or auto loan through MX's marketing platform, Target. This both improves the account holder's financial position and deepens their relationship with the institution.

Insight arms an FI with the data necessary to compete and win back pieces of the financial relationship that they do not own; Target allows them to immediately take action through campaigns and contextual ads, increasing the number of financial products that their customers consume. Thanks to MX's Reporting API, it is also possible to have complete control and flexibility in the storage and usage of such data.

Increasing Utilization

Third party research indicates that the biggest returns from data-driven money management come from cross-selling additional products — using knowledge of held away credit cards, auto loans and mortgages to provide a better offer — and reducing customer attrition. However, there is another opportunity to grow revenue and that is through increased utilization of the financial products that a customer already holds with an FI. How do we take that debit or credit card that is rarely used and make it top of wallet? Through the power of aggregation, MX can identify recurring payments -



ranging from Amazon Prime to a monthly Netflix subscription - made through held away accounts and then enable an FI to switch those consumer payments to their underutilized credit or debit card instead. Once qualified users have been identified, the FI sends a push notification, in-app offer or e-mail to the user noting that they would earn additional rewards points by switching their payment method to that FI's product. It is a frictionless process where the user taps the offer, selects the recurring merchant payments they would like to switch, enters their account credentials (e.g. e-mail and password for Netflix) and then selects the card they're transitioning to. Just like that, you've won their business. This not only drives interchange revenue but also sets the stage for more complex and lucrative account switching processes.

Summary

Broken aggregation – an inability to connect to key financial institutions where you have accounts and obtain a full picture of your finances – and poor categorization, where transactions are incorrectly assigned to certain categories and require manual override, were the bane of PFM's early existence. The few users who clicked on PFM in a tab were soon reminded that the technology was not ready for primetime.

With always on aggregation and categorization that required little effort from the user, MX could then afford to focus on the front end, delivering the best user interface possible and more deeply integrating with the core banking experience to drive high adoption. The disappointments of past have no bearing on our future. The introduction of Data-driven Money Management has created a watershed within the financial service's industry and MX looks forward to the evolution of financial services companies in the years ahead.



Feature Set

The grids below detail current functionality of the MX platform in response to surveys from CEBTower, Gartner and Forrester.

Customer Campaigning

Feature	Standard Native	Premium Native	Third Party Premium	Offer in 12 Months
Marketing Campaigns	X			
Targeted Prompts	X			
Customer Benchmarking	X			

Data & Analytics

Feature	Standard Native	Premium Native	Third Party Premium	Offer in 12 Months
Behavioral Targeting	X			
Actionable Data	X			
Predictive Analysis				X
Spend Analysis	X			
Net Worth Calculator	X			



Customer Interface

Feature	Standard Native	Premium Native	Third Party Premium	Offer in 12 Months
Account Aggregation	X			
Standard User Generated Reports	X			
Customer User Generated Reports	X			
Tax Categorization Support				X²
Transaction Categorization	X			
User Sub-Category Definition ³	X⁴			
User Transaction Split ⁵	X			
Self Learning	X⁶			
Offline Asset Management	X			
User-Level Personalization	X			
E-mail Alerts	X			
SMS Alerts	X			
Mobile App Alerts	X			
Online Banking Alerts	X			
Bill Pay Alerts	X			

²Via Small Business in Q1 of 2016

³Solution allows user to define his own spend categories and subcategories

⁴Users can click on the transaction they wish to change, then click on the category field to see a list of existing categories. They're able to create a custom subcategory beneath any of the main categories, but cannot create a new main category.

⁵The solution allows the end-user to split a transaction amongst several categories/sub-categories (e.g. of 70 Euros transaction, 50 Euros is assigned to groceries, 20 to entertainment)

⁶Not only do our data analysts create categorization rules to enhance accuracy but our users can train the system. If a user sets a personal preference for a particular transaction, it will be cleansed, categorized and classified according to that preference. Our small business solution also allows users to create categorization rules (F.e., a recurring contribution to the Boys & Girls Club could be defined as charitable giving).



Customer Financial Tools/Functionality

Feature	Standard Native	Premium Native	Third Party Premium	Offer in 12 Months
Financial Summary	X			
Total Net Worth	X			
Spending Reports	X			
Projected Balances /Safe to Spend	X			
Recommendations Relevant Products/ Service offers	X⁷			
Peer Comparisons				X
Forum & Community Features ⁸				X
Site Customization	X⁹			
Game Mechanics	X			
Cash Flow Manager	X			
Budgeting	X			
Setting & Tracking Savings Goals	X			
Financial Calendar			X	
Trend Monitoring	X			

⁷Via Insight & Target

⁸Allowing end users to read about and discuss personal finance topics and share money-saving tips

⁹Configurable at partner or FI level



Integration

Feature Question	MX Response
On Premises or SaaS deployment?	SaaS
Standalone or Integrated Product?	Both
Integration with CRM Systems / Customer Data?	Exploring integration with Salesforce and MSFT
Integration with back-end systems?	MX capabilities for integrating into existing systems are supported with RESTful API interface(s). MX is a SaaS based technology company and deploys live to production 5-10x per business day. We are continually innovating and building our services and product offerings to help our customers meet their goals and objectives.

Implementation

Feature Question	MX Response
Professional services (Vendor provides end-to-end support, e.g. implementation and ongoing development and integration)	Utilizing our MX Client Services team, MX assigns customer success consultants (CSCs) to each integration partner and FI client to ensure industry leading adoption, engagement and retention.
Training for operations (The vendor provides training for operations and support of the solution)	The assigned CSC works closely with the partner and or FI to ensure that necessary training is provided.
Channel & technology partners (The vendor uses system integrator or agency partners to implement and deploy the product solution for its customers)	MX integrates with and utilizes existing online and mobile banking providers and financial technology providers to help deploy its product.



Capabilities Review For Gartner Digital Banking Platforms Survey

Feature	Supported by Platform	Not Supported by Platform	12 Month Roadmap
Activate new credit or debit card or report stolen or lost card		X	
Capture documents and photos with tablet or smartphone camera that a customer can add to a transaction or correspondence with the bank	X ¹⁰		
Create alerts based on a specific event or cash flow status, savings goals, budget	X		
Create budgets	X		
Exchange foreign currency		X	
Link a budget or savings goal to customer's actual spending or cash flow and suggest actions for the customer to take.	X		
Locate branches, offices or ATMs	X		
Make stock trades		X	
Manage loyalty points and rewards, view points and rewards balances, and redeem points or rewards.		X	
Open a new account		X	
Pay a bill, schedule a bill to be paid and add payor		X	
Schedule an appointment for a face to face meeting in a branch or office with a customer service representative, relationship manager, broker, lending manager or other bank staff		X	
Schedule an appointment for a meeting via text chat or video chat with a customer service representative, relationship manager, broker, lending manager or other bank staff		X	
Send a secure message to the bank		X	
Start a secure textbased or video chat		X	
Transfer funds from customer's account to customer's account at another bank			X ¹¹



Use social accounts (such as Facebook, What'sApp or Twitter/) to login to customer accounts.		X	
View account balance	X		
View past transactions	X		

¹⁰Remote deposit capture

¹¹Through Partner

Which Channels Or Devices Are Supported By The Platform?

Channel Or Device	Supported By Platform	Not Supported
Smartphones	X	
Tablets	X	
PC desktop or laptop	X	
Smartwatch	X¹²	
ATM/kiosk		X
Contact center	X	
Third party social networks		X
Social messaging apps		X

¹²Apple Watch



Vendor Comparison

When Forrester published a tools and technologies chapter for its Digital Money Management playbook in January 2015, MX was excluded as the growth and financial numbers were black-listed for an investment round. We are now proud to boast the fastest growing number of users across 600 FIs and will appear in Forrester's update of that report during Q1 of 2016. In the meantime, we've provided a comparison of our capabilities with the competition, leveraging Forrester's research.

DMM Vendors Operate With Different Technologies

Company	On-Premises or software-as-a-service (SaaS) deployment
Comarch	On-Premises Only
D3 Banking	Both
Digital Insight	SaaS Only
eWise	Both
Figlo	Both
Geezeo	SaaS Only
Luminous Banking	Both
Meniga	Both
Misys	On-Premises Only
MX	SaaS Only
Strands	Both
Yodlee	SaaS Only



DMM Vendors Offer Different Functionality

Functionality	Comarch	D3 Banking	Digital Insight	eWise	Figlo	Geezeo	Luminous Banking	Meniga	Misys	MX	Strands	Yodlee
Financial Summary	X	X	X	X	X	X	X	X	X	X	X	X
Total Net Worth	X	X	X	X	X	X	X	X	X	X	X	X
Spending Reports	X	X	X	X	X	X	X	X	X	X	X	X
Budgeting	X	X	X	X	X	X	X	X	X	X	X	X
Setting & Tracking Saving Goals	X	X	X	X	X	X	X	X	X	X	X	X
Personalized Alerts	X	X	X	X	X	X	X	X	X	X	X	X
Projected Balance	X	X	X	X	X	X	X	X	X	X	X	X
Categorization Engine	X	X	X	X	X	X	X	X	X	X	X	X
Proprietary Aggregation Engine	-	-	X	X	X	-	-	X	-	X	-	X
End User Site Customization	-	X	-	X	X	X	-	X	X	X	X	X
Campaign Management Functionality	-	X	X	X	-	X	X	X	X	X	X	X
Card-Linked Offers Functionality	-	-	-	-	-	-	-	X	-	-	X	-
Customization for Specific Segment	-	-	X	X	X	-	X	X	-	X	X	X
Forum & Community Features	-	-	-	-	-	X	-	-	X	-	X	-
Peer Comparisons	X	X	-	X	X	-	-	X	X	-	X	X
Game Mechanics	-	-	-	-	X	X	X	X	X	X	X	-
Multilanguage Support	X	X	-	X	X	-	-	X	X	-	X	X
Multicurrency Support	X	X	-	X	X	-	X	X	X	-	X	X

Roadmap

Small Business & Wealth Management

MX is constantly striving to bring novel capabilities to the market. Our future releases will include a small business offering, that will apply MX's industry leading categorization to IRS deductible categories and enable the automation of quarterly and annual tax filings, and a wealth management offering, which will apply data cleansing and augmentation so that advisors can provide insight based on a 360 degree view of a client's finances.

We recognize that wealth management products and money management tools are converging and it is vital we provide users with a place where they can access all of their investment accounts, view all account activity and details, review asset allocation and also set up alerts that notify them of balance changes, deposits and withdrawals.

Only 41 percent of small businesses think their primary bank meets their credit needs, 60 percent indicate cash flow is a monthly concern and a third spend more than 80 hours a year on tax compliance-related issues. MX surveyed the landscape and decided that all of these problems need to be tackled. Our small business offering tracks income versus expenses and is able to predict future shortfalls. When paired with Insight & Target, MX's analytics and marketing platform, this enables an FI to offer a loan to a small business instead of agitating them with overdraft fees. By incorporating IRS deductible spending categories and automatically populating a Schedule C, MX has also eased the headaches of tax season.

Digital Money Management Enhancements

MX is a SaaS based technology company that deploys live to production 5-10x per day. We are continually innovating and improving our feature set. In the near future we look forward to providing automated savings, a way to migrate unused budgetary funds to a savings account or toward a specific savings goal (car, vacation). We are also rolling out cash flow functionality to users of MoneyDesktop and will debut push notifications in our native app.





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