



Mobile Banking Module



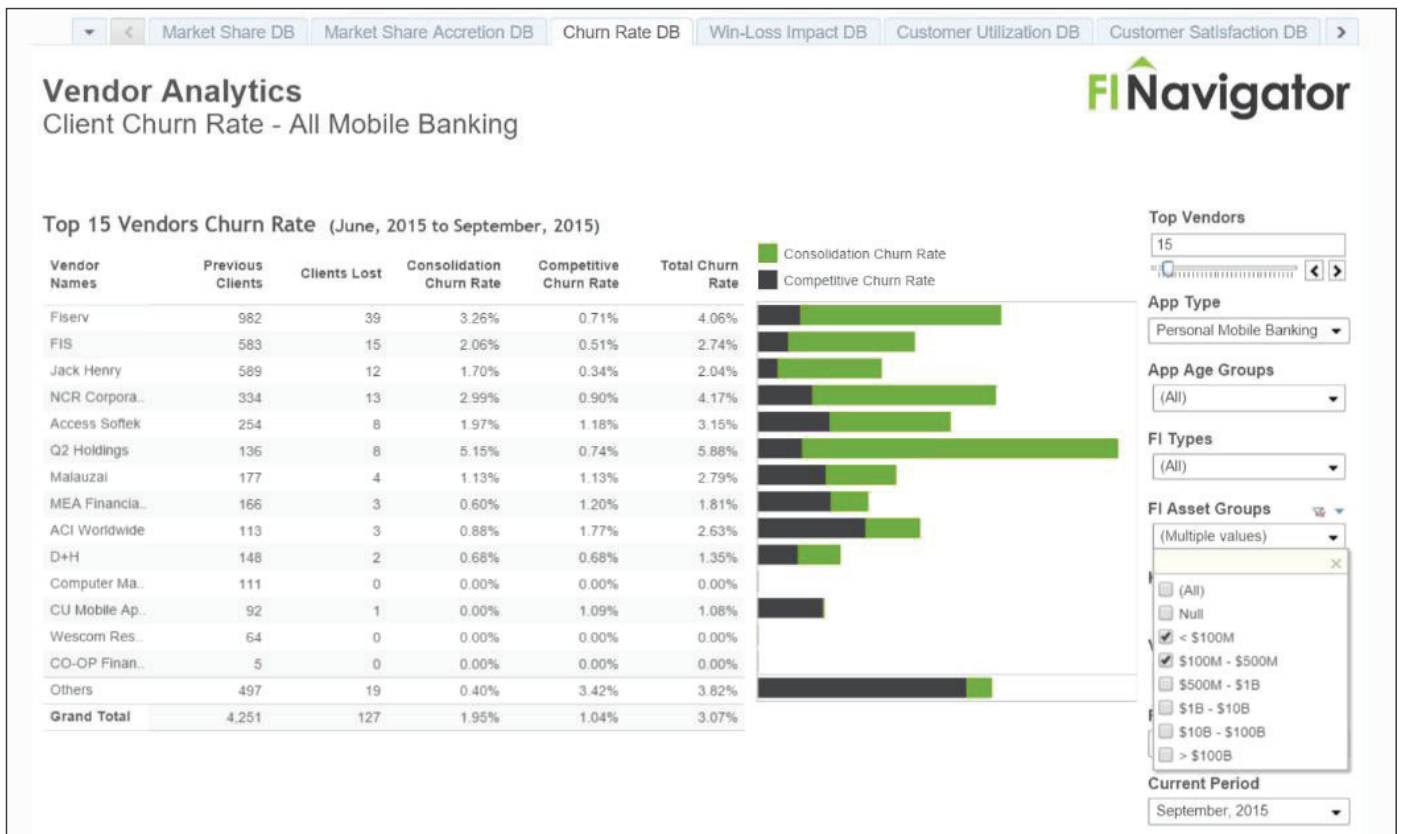
Comprehensive Industry Data & Analytics

The mobile banking phenomenon is rapidly altering the delivery model for banking services. With exponential growth forecast to continue, financial institutions and their partners need comprehensive data and analytics to assess performance and formulate strategy. FI Navigator's Mobile Banking module delivers unprecedented institution and vendor analytics covering over 6,000 U.S. financial institutions offering mobile banking applications from over 50 identified vendors.

Solution Overview

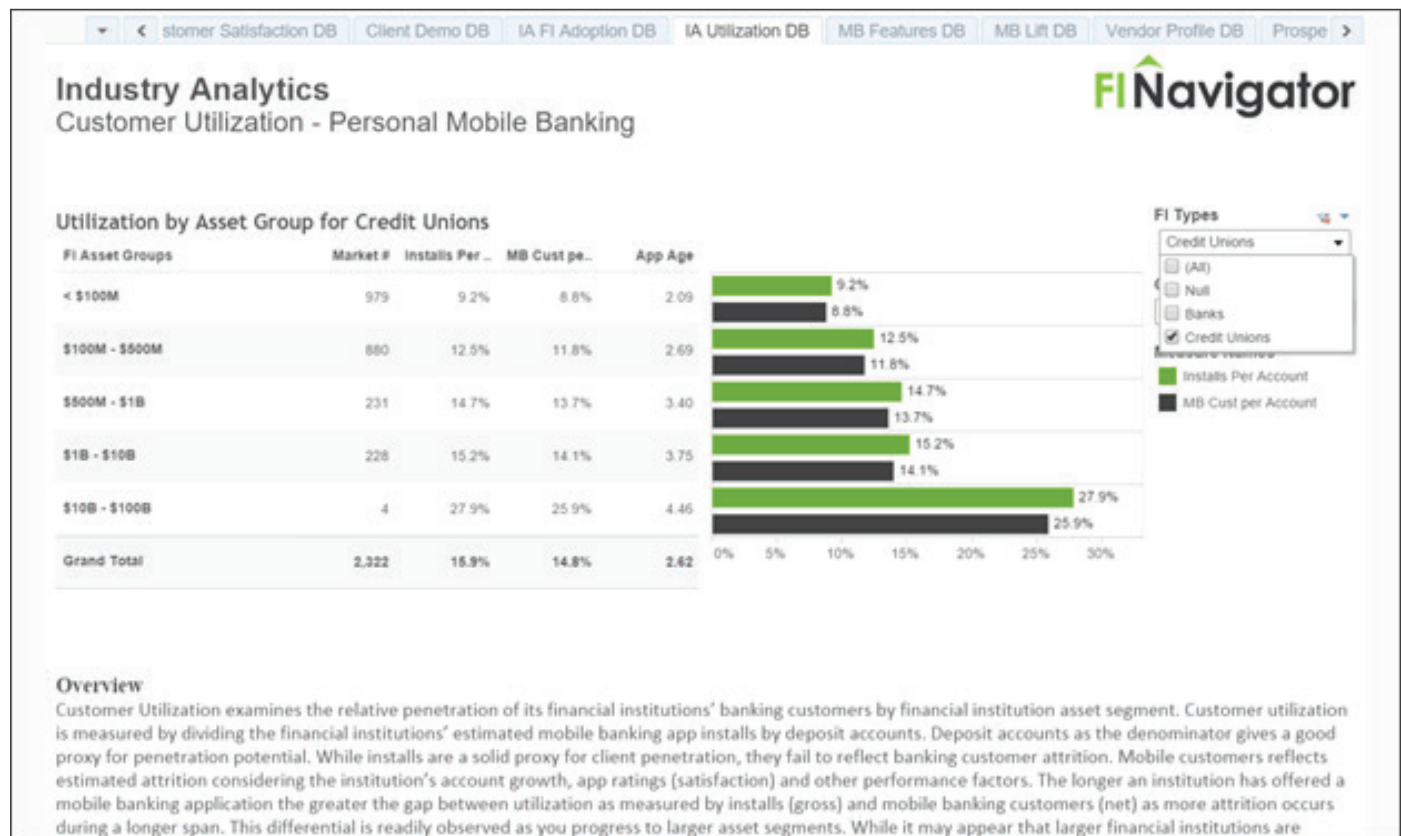
The Mobile Banking module delivers comprehensive data and innovative metrics providing insight into these critical performance areas:

Vendor Analytics. Covering over 50 vendors providing hosted mobile banking applications, the Mobile Banking module produces comparative vendor performance dashboards including market share, share accretion, win-loss counts, churn rates (shown below), customer utilization, customer satisfaction, client demographics, and individual vendor profiles with peer comparisons.





Institution Analytics. Covering over 6,000 banks and credit unions offering mobile banking applications, the institution analytics generate comparative segment performance dashboards including mobile adoption, vendor churn rates, customer utilization (shown below), mobile feature offering, customer satisfaction and individual institution profiles with peer comparisons.



Frequency & Flexibility

The Mobile Banking module generates automatic monthly updates - typically within one week of period end. The data spans over two years to facilitate performance trend analyses. The module also allows easy data export and construction of custom dashboard views or data queries.

Users & Applications

FI Navigator's Mobile Banking module can assist a broad spectrum of FI vertical participants including vendors, consultants, financial institutions, equity analysts, industry analysts and investors. Applications vary by user type ranging from strategy formulation to tactical resourcing for performance enhancement.

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