

TEN TECH COMPANIES *to* WATCH

To stay ahead of the competition, regulators and thieves, banks must monitor a breathtaking sweep of technology. This stark reality is manifest in this year's ranking of the "10 Technology Companies to Watch," which profiles firms involved in mobile banking, endpoint security, personal finance management, remote deposit capture, authentication, device recognition, supply chain finance, rights management and ACH. It's an impressively wide spectrum, and a showcase of creative thinking dedicated to solving banking's most critical issues.

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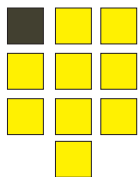


IN THE SPOTLIGHT

TEN TECHNOLOGY COMPANIES TO WATCH 2008

In the most challenging economic environment since 2001, technology is once again showing the power of innovation to solve problems and find new routes to revenue. For the seventh year, *Bank Technology News* has scoured the landscape for such innovative companies, focusing on technology segments of greatest interest to bankers—and alerting execs to other segments worth closer attention.

Case in point is this year's top company, mFoundry, which is blazing a trail in the mobile banking space. Of the 70 firms *BTN* named to the "Ten Technology Companies to Watch" ranking over the past seven years, only three— mFoundry, Harland and SAS— have made the cut twice, a fitting testimony to the intense creative forces in the industry.



MOBILE BANKING

m F O U N D R Y

STATUS: Private **FOUNDED:** 2004 **CEO:** Drew Sievers

BECAUSE: Indirect deployments through major network processing partners expands its horizons plus choices for smaller banks **CLIENTS:** Citigroup, BB&T, IBC, Fidelity NIS, First Data Corp., ACI Worldwide, PayPal, Sprint, PSCU Financial Services

“mFoundry has federated the mobile banking ecosystem, for both financial institutions and carriers.”

IDC

THE EARLY STAGES OF MOBILE BANKING have been about platform choices with compromises. Besides selecting a module preference (Web-enabled, preloaded or downloadable apps or SMS text services), there remain artificial market barriers and “exclusives” that keep banking services out of the hands of customers who belong to the wrong carrier for a certain institution—or the wrong bank for a cell-phone customer.

That’s an equation mFoundry has been changing with its downloadable Spotlight Financial platform, ever since its splashy 2007 deal with Citigroup heralded a new market alternative for the open-ended, customizable solution. mFoundry’s strategy to engage banks, carriers and processing networks, and bring them the triple play of SMS, browsing and downloadable apps, such as through a complementary partnership with two-way mobile banking/SMS firm Clairmail, gives institution options on what level of services they deliver to customers.

In the coming year, CEO Drew Sievers expects more than 100 banks to adopt mFoundry’s platform through its sell-through engagements with partners like First Data and its STAR ATM network; PSCU Financial Services; Fidelity NIS; and ACI Worldwide—each now offering mobile banking and payments to a potential end-user base

of thousands of regional and community institutions. “They have relationships with the banks, they don’t want to be disintermediated,” says Sievers. “If [resellers] can sell another product through an existing account, it’s a lot easier for them.”

mFoundry is also the engine for Sprint Nextel’s MyMoneyManager digital wallet for customers of multiple institutions (BB&T and IBC of Texas thus far). That service allows funds transfers through PayPal—another vital mFoundry partner and investor. The industry also awaits what comes of Citi’s JV on mobile consumer banking apps with SK Telecom, which includes mFoundry software among the development tools.

More than half of U.S. banks plan to adopt m-banking within two years, and vendor partnering is gaining momentum. Example: Monitise Americas was launched in late 2007 as a mobile banking/payments joint venture of UK’s Monitise and Metavante that could reach up to 2,200 Metavante clients. mFoundry leads the way in this “many to many” open strategy that is breaking down fragmentation, says research firm IDC. “In this sense, mFoundry has federated the mobile banking ecosystem for both financial institutions and carriers.” **GF**