

Turn Prospects Into Customers...in Real Time

OpenNow/FundNow®, the industry's leading online acquisition solution, helps financial institutions leverage their online channel to capture prospects in real time by facilitating instant account opening and funding through an institution's branded website.

Prospective customers can apply, be approved and fund a new account in a single session through an automated authentication and verification process that satisfies all business, risk and compliance requirements.

Key Features

Superior Account Acquisition – OpenNow/FundNow converts prospects into customers by providing them with an enhanced user interface, shorter application processing time and a choice of quick and easy funding methods.

Instant Identity Verification and Decisioning – Merging information from industry standard and proprietary sources into one decision engine, OpenNow/FundNow offers enhanced ID verification and credit assessment for instant decisions.

Robust Account Verification – OpenNow/FundNow facilitates enhanced real-time verification of funding account ownership by using a combination of information from multiple data sources and CashEdge proprietary verification methods.

Quick Funding – OpenNow/FundNow enables account funding via the ACH network, providing next-day funds availability and high-value transaction capabilities for added customer convenience.

Customizable Features and Functionality – A flexible, robust and easy-to-use application, OpenNow/FundNow adapts to your business needs with minimal effort.

Flexible Business Rules – The OpenNow/FundNow decision engine allows flexible and customizable business rules, enabling institutions to set their own parameters for application decisioning.

Account Opening Queue and Operational Workflow – Compass, a web-based partner interface application, enables the bank to streamline and monitor the workflow for pending applications.

Real-Time Cross-Sell – OpenNow/FundNow enables the financial institution to cross-sell other products based on the applicant's risk profile.



“There is no absolute correlation between the size of an institution and its ability to attract customers online.”

– Aite Group

Single-Session Account Opening

An easy-to-use new account opening application available directly from an institution's branded website.

STEP 1: Tell Us About Yourself

Personal Information Save Application and Return Later

Please enter all the items listed below. Items marked with an "*" are required fields.

Personal Information

*First Name Middle Name *Last Name

*Social Security Number Learn more about how we use social security number (xxxxxxxxxx)

*Date of Birth / / (Four digit year e.g. 1945)

Instant Identity Verification

Merged information from industry standard and proprietary sources facilitates instant verification.

STEP 2: Confirm Your Identity

Personalized Verification Questions Save Application and Return Later

The following questions are personalized identification questions that are used to help us verify your identity. Choose "None of the Above" if you do not see the correct answer. Click [back](#) to learn more about personalized verification questions.

1. Your credit file indicates you may have a mortgage loan, opened in or around October 1998. Please choose the credit provider for this account from the following options.

ABN AMRO MORTGAGE GROUP
 BANK MIDWEST
 TRITON FUNDING GROUP
 WACHOVIA BANK
 NONE OF THE ABOVE

Real-Time Account Funding

Real-time account verification and funding through a combination of check verification systems, check printer databases and trial deposits.

Step 4: Fund your account

Enter Funding Amount and Funding Account Data Save Application and Return Later

Enter the details for your funding account and the amount you would like to deposit into your new account.

Funding Account

Account Type* (From your account statement or deposit slip.)

Account Number

ABA Routing / Transit Number The 9-digit ABA Routing Number found between the 11 symbols on your check or deposit slip as shown below.

Memo

OpenNow/FundNow[®]

Benefits to Financial Institutions

- Increased account close rate
- More quickly grow assets
- Lower cost of acquisition
- Consistent decisioning
- Pleasant user experience
- Greater ROI from online channel

Unmatched Technology

OpenNow/FundNow leverages CashEdge's successful track record in delivering trusted technology solutions to financial institutions.

- Rapid and cost-effective deployment
- Highly scalable ASP infrastructure
- XML API or fully-hosted ASP

Comprehensive Risk Management

CashEdge's risk management and compliance services provide access to the best-of-breed risk management tools and databases, delivering the most powerful risk management and transaction monitoring capabilities in market.

- Merges data from industry standard and proprietary sources into one decision engine for enhanced ID verification, credit assessment and account verification
- Leverages CashEdge's team of highly experienced in-house risk professionals and robust infrastructure
- Combines data from credit bureaus, deposit account data, proprietary lists, address verification, geo-location, OFAC and more
- Provides centralized system for managing risk parameters, including the flexibility to set risk parameters by product, allowing officers to better understand the impact of each parameter on acquisition rates
- Enhances audit trail and compliance reporting

About CashEdge

CashEdge, a division of Fiserv, is the leading provider of innovative payments and aggregation solutions to financial institutions. These include Popmoney[®] person-to-person (P2P) payments, account transfers, account opening and funding, small business invoicing and payments, and financial account aggregation.

The Company is headquartered in New York City with offices in Silicon Valley and India. For more information, visit www.cashedge.com or www.popmoney.com.

Benefits to Consumers

- Instant decision
- Real-time access to new account
- Superior user interface

74% of respondents would prefer to open and fund an account online if that option were available to them.

– CashEdge Consumer Survey

Most New Accounts are Never Funded

Typically:
6% of Accounts
are Funded



New Account Processing Time

Typically:
5-30 Days



New Account Processing Costs

Typically:
\$50-\$70

