



Clarifire



KEY PERSONNEL

Jane Mason
President and CEO

Stanley Kruk
VP of IT Operations

Lauren Walling
VP of Sales

Melissa Myers
VP of Products and Partnerships

STAFFING

125 employees

CONTACT INFORMATION

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CORPORATE PROFILE

Clarifire, a woman-owned small business that has been consistently recognized as a top technology provider for financial institutions, delivers SaaS workflow automation. It is a leader in configurable solutions that allow businesses to pivot and thrive in changing regulatory markets.

COMPANY HISTORY

In 2005 Clarifire fka as eMASON Inc. entered the financial services market, and its success enabled its clients to have a workflow solution to the economic crisis and regulatory changes. Its workflow automation software, CLARIFIRE®, met this need by providing business process automation that is front end configurable, allowing for fast changes. Clients use CLARIFIRE for all types of workflow today and continue to add on and change how they do business.

REGULATORY COMPLIANCE

Evolving servicing requirements and regulations are a continuous challenge. CLARIFIRE's smart interactive workflow implements processes with intelligent business rules that create real-time audit trails, streamlines communications, images and more. Authorized users have a secure place to access, manage and retrieve data and images with ease.

BUSINESS LINES, SERVICES, AND PRODUCTS

The financial services industry needs CLARIFIRE software to automate lenders' and servicers' processes in accordance with their own business rules while launching configurable, multilayered, related workflow that is agnostic. It doesn't matter if you are managing post-closing activities, corporate advance reconciliations, CFPB compliance, customer service escalations or end to end loan servicing; CLARIFIRE automates and streamlines your processes.

KEY FEATURES/BENEFITS

Configurability—CLARIFIRE delivers workflow with processes that are easily changed without hard coded solutions or IT teams, saving time and money.

Efficiency—CLARIFIRE creates efficiencies through multi-directional push-pull of data with omnipotent views across the servicing continuum in one view.

Compliance—CLARIFIRE fosters accountability and regulatory compliance by logging every action, using key data elements to manage metrics and creating audit trails complete with milestones.

Speed to Market & Scalability—CLARIFIRE's existing templates, configuration options, and expertise offer implementation solutions when you want to be and not when you have to be.

Accessibility—As a SaaS model with zero footprint, Clarifire Private Cloud is web based software that is delivered to you seamlessly.

Innovation—Benefit from an industry agnostic application that bridges the gaps among siloed processes, departments, third-party partners, and technologies.

Reporting—Live dashboards, ad-hoc reporting, and pre-defined reports are all available within CLARIFIRE, allowing you to analyze and measure your data however it suits the needs of your business.

COMPETITIVE ADVANTAGE

- **Front end configurability/flexibility.** Power users (not programmers) can quickly make updates to processes, which allows for fast changes and fast implementation timelines.
- **Multi-point solution.** Use CLARIFIRE for default today and originations tomorrow.
- **Borrower/ third party portal.** The technology includes a unique servicing hub, CLARIFIRE COMMUNITY, where borrowers, lenders, and any third party stakeholders collaborate and leverage automated ordering, document management, and e-signature capabilities; all on one platform, 24/7, even from mobile devices.
- **Continued modernization.** Clarifire continues to progress and modernize the CLARIFIRE user experience, providing cutting edge, easy-to-use, mobile technology.

ADDED VALUE TO CLIENTS

Significant lift and increased customer satisfaction are being experienced today as a result of Clarifire's industry and workflow expertise. Here are just a few proven results reported by Clarifire clients:

- Increased productivity by 400 percent without hiring additional staff while realizing a 25 percent decrease in cost per loan.
- Found 100 percent CFPB and SPOC compliant because the metrics are in the workflow.
- Decreased loss mitigation cycle time from 28 days to 12.
- Reduced the number of emails and follow-up communications by 80 percent.

INDUSTRY AWARDS, ACCOLADES, AND MILESTONES

Clarifire Named a FinTech Forward 2014 Top 100 Solution Provider of technology solutions to the financial industry by American Banker and the Bank Administration Institute.

CLARIFIRE Named One Of Top 500 of Cloud Applications Vendors by the publication Apps Run the Cloud.