Clarifire

CORPORATE PROFILE

Clarifire is a privately held, woman-owned corporation headquartered in the U.S. that provides SOC 2 Type II compliant (in all five Trust Principles) SaaS (Software as a Service) business process automation technology and workflow expertise to the financial services and healthcare industries. Clarifire's technology, CLARIFIRE®, automates business processes. The technology is front end configurable and delivers processes that are easily changed without hard-coded solutions. The application can be used on a desktop, tablet, or mobile device.

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.

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.

The latest focus in the industry is on serving the customer and today's technology is constantly changing how businesses communicate with the customer. CLARIFIRE COMMUNITY® brings the customer into your operational processes and allows for bi-directional, real-time communication. Through this secure portal, customers can ask questions, submit requests and upload the information necessary to move their process forward from their computer, tablet and mobile device. With one click a borrower can launch workflow, therefore gaining your organization operational efficiencies automatically.

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, complete with milestones.

Speed to Market and Scalability—CLARIFIRE's existing processes, configuration options, interoperability, and expertise offer rapid implementation solutions when you want it and not just when you have to have it.
Accessibility—As a SaaS model with zero footprint, the Clarifire Private Cloud is web based software 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.
- **Continued modernization.** Clarifire continues to modernize the CLARIFIRE user experience, providing cutting edge, easy-to- use, mobile technology. Through the anticipation of industry needs, Clarifire is launching MY MOD® this summer as an extension to its CLARIFIRE CALCULATOR. MY MOD empowers a servicer to model workout options, loan terms, and payment amounts for a borrower while still having all of the benefits of the modification process being tracked in the CLARIFIRE application.

ADDED VALUE TO CLIENTS

Significant lift and increased customer satisfaction are being experienced 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% without hiring additional staff while realizing a 25 percent decrease in cost per loan.
- Allowed 100 percent CFPB and SPOC compliance.
- 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

- Named one of the Top 500 Cloud Applications Vendors by the publication *Apps Run the Cloud*.
- Selected as one of the most innovating technology companies in housing by a leading association.
- Chosen to present at a leading association's 2017 Tech Showcase.