



# Jane Mason

President and CEO, eMASON

Jane Mason, president and CEO of eMASON, started developing software as a way to streamline work at the law firm where she worked. As the founder of eMason, she helped develop Clarifire, which offers universal workflow automation and consolidation for users in virtually any business or industry.

**HousingWire: How did you make the transition from chief operating officer at a law firm to founding a software company?**

**JM:** From a law firm perspective, we were managing disparate processes and disparate practice areas — intellectual property, real estate closings and accounting. In order to actually run the law firm and generate revenue, I constantly was trying to get data out of all these different hardcoded function-specific software programs. I started hiring developers that would create dashboards of data that I wanted to see, how I wanted to see it, how I was going to forecast revenue and volume. Through that process, my epiphany was that the practice areas are really business processes and there should be one centralized platform to manage business processes. I became a process person, not realizing that I already was one, and I connected all the dots and created software internally.

**HW: How did you sell the first software you created?**

**JM:** The first product I created at the law firm was sold in 2003, and I used that sale to start up eMASON. The software was called NewTrak. It's now LPS Desktop. Fidelity National Financial heard about it through our clients, and there were a couple of our clients that wanted it as well. Fidelity made me a deal I couldn't refuse. I worked with them a little while, consulting and helping them getting NewTrak to the next level and to the marketplace.

**HW: What is Clarifire?**

**JM:** It's a business process automation workflow application that does all kinds of different types of processes. It could be anything default-related, but we also use it internally to run our projects. Clarifire is really about having your processes talking to different divisions in the company. Fannie Mae uses Clarifire for about 10 different types of workflows, and the workflows all talk to each other.

**HW: How does Clarifire handle project management?**

**JM:** We have project processes so when we get assigned contracts, so to speak, or assigned statements of work, we launch a client project. Those are all done within the Clarifire application so we have complete visibility into all of the work that's being done, all the work that's being approved and any changes associated with that work.

**HW: How did the economic crisis affect the demand for your services?**

**JM:** It has increased the demand exponentially. And the more change that comes down and the more new standards and new policies that come out that are related to workflow, the more demand that we're getting. Clarifire is not hardcoded so you have the ability to change your process as policy changes.

**HW: How important are Web service solutions for businesses in today's market?**

**JM:** In my mind, the interoperability between systems is the only way you can succeed, drive your costs down and increase efficiencies. We live in the world of Web connectivity. We automatically order broker price opinions, for example, and the Web service goes out and places the order, uploads the image and automatically uploads the data back into Clarifire. So it helps the BPO entity because they're not manually keying anything in, it helps our client because they don't have to worry about it because it's on a timer as to when it comes back and it creates huge efficiencies.

**HW: What does eMASON have to offer in the mobile smart phone department?**

**JM:** Our Clarifire app enables field agents, whether it's a counselor, a mediator, a broker, an inspector, or others to be able to download the Clarifire app and they will have access to their work. We're bringing automated workflow to the field.



— Paul Dang ■