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**Mobile Banking Vendor Analysis:
A Thorough Comparison on Features,
Partnerships and Overall Strategy Will Yield
Highest Profitability**

August 2008

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Audience:

Financial institutions: online banking/eCommerce, mobile banking, marketing, channel strategists;
Vendors: mobile-banking platform providers, online-banking platform providers, mobile-phone carriers; Wireless carriers and mobile-device manufacturers.

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Length:

- ▶ 76 pages
- ▶ 7 charts/graphs
- ▶ 13 vendor profiles

Overview

Banks and credit unions face daunting challenges if they want to develop a successful mobile-banking system – starting with how to define what customers want and how to set short- and long-term strategies that will satisfy their needs. Even then, however, one question looms large: How to evaluate the multitude of vendors angling for their business? This report analyzes 13 global vendors that offer U.S. mobile-banking platforms for SMS text, mobile browser and downloadable applications, compares product features and summarizes key information necessary for decision-makers. The report covers ClairMail, Clickatell, Firethorn, Fronde Anywhere, Harland Financial Solutions, Jack Henry, M-Com, mFoundry, Monitise Americas, MShift, Sybase 365, Tyfone and Yodlee.

Primary Questions

- What do consumers want most from mobile banking?
- What are the main benefits and hurdles of rolling out mobile banking?
- How do financial institutions develop a mobile-banking strategy?
- What distinguishes the 13 vendors selling platforms based on SMS texting, browser-based solutions and downloadable applications?

Methodology

The consumer data in this report is based on data collected online from two random samples of respondents in March 2008. The first survey targeted 2,714 respondents based on representative proportions of gender, age and income as compared to the overall U.S. online population. Overall margin of sampling error is ± 1.9 percentage points at the 95% confidence level. The second survey targeted 2,350 online heads of household targeted on the same criteria with a margin of sample error of $\pm 2.0\%$ percentage points at the 95% confidence level.

Vendor data is based on a survey collected from executives with each of the 13 mobile-banking vendors analyzed. Vendor information was derived from those executive interviews, as well as interviews with banking executives.

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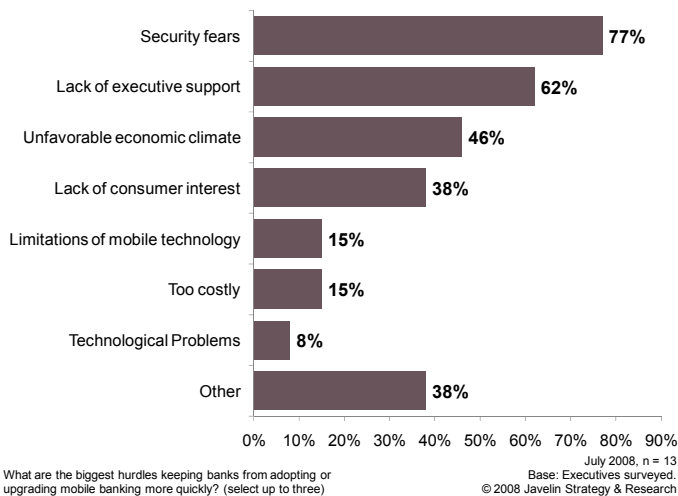
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Companies/Organizations Mentioned in Report

Companies Mentioned			
	ClairMail		mFoundry
	Clickatell		Montise Americas
	Firethorn Mobile		Mshift
	Fronde Anywhere		Sybase 365
	Harland Financial Solutions		Tyfone
	Jack Henry		Yodlee
	M-Com		

Sample Chart & Excerpt From the Report



Within the confines of the current economy, many consumers will face cost issues that may make them hesitate about banking on their cell phones. Currently, only 34% of mobile phone users subscribe to wireless plans that give them unlimited texting privileges, versus 25% who buy plans with unlimited data access.

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