



JAVELIN STRATEGY & RESEARCH

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New Study Analyzes 13 Mobile Banking Vendor Platforms

Research Provides Guidance to Financial Institutions Implementing Mobile Strategies

SAN FRANCISCO, August 14, 2008 – Financial research firm Javelin Strategy & Research (www.javelinstrategy.com) released today a new study that analyzes 13 global vendors offering U.S. mobile-banking platforms for SMS text, mobile browser and downloadable applications. The report, titled, *Mobile Banking Vendor Analysis*, compares product features, partnerships and overall strategy for each provider.

“As banks and credit unions begin to roll out mobile banking solutions for customers, they have to manage a complex landscape of vendor offerings,” said Jim Van Dyke, president of Javelin Strategy & Research. “With this report, we developed a useful profiling tool—which we call Javelin’s Target Grids—to help financial institutions better understand the various offerings available in order to determine best short-and-long term strategies.”

The study finds that many mobile vendors have different philosophies about how mobile banking should be shaped and how it will evolve. Banks and credit unions are challenged to balance what consumers want most from mobile banking against practical issues such as, infrastructure limitations, costs, vendor strengths and weaknesses. In the midst of this complex arena exist overarching concerns about the potential threat that wireless carriers pose as mobile banking evolves into mobile payments.

Report author and multi-channel financial services analyst, Mark Schwanhauser suggested that ultimately, financial institutions should offer a mix of all three platforms, but most will be wise to roll out mobile banking in stages.

Report 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 ± 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.

Companies Profiled in Javelin's *Mobile Banking Vendor Analysis Report*

The report covers ClairMail, Clickatell, Firethorn, Fronde Anywhere, Harland Financial Solutions, Jack Henry, M-Com, mFoundry, Monitise Americas, MShift, Sybase 365, Tyfone and Yodlee.

About Javelin Strategy & Research

Javelin is the leading independent provider of quantitative and qualitative research focused exclusively on financial services topics. Based on the most rigorous statistical methodologies, Javelin conducts in-depth primary research studies to pinpoint dynamic risks and opportunities. Javelin helps its clients achieve their business initiatives through three service offerings, including syndicated research subscriptions, custom research projects and strategic consulting. The company's client list includes some of the largest banks, credit unions and card issuers, as well as significant technology enterprises in financial services industry.

For more information about, "*Mobile Banking Vendor Analysis: A Thorough Comparison of Features, Partnerships and Overall Strategy Will Yield Highest Profitability*," or other Javelin reports, please visit www.javelinstrategy.com/research or call (925) 225-9100x15.

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