

## Making the Switch:

What You Need to Know About Data Aggregation and MX

This migration guide will demonstrate how to successfully migrate aggregation providers and the MX Data Enhancement difference.



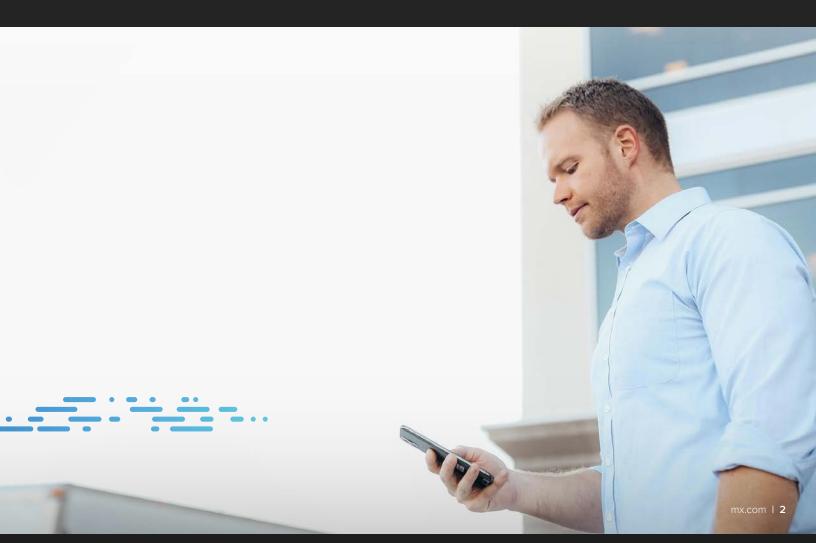




# Migration **Overview**

### What to Expect

MX has a history of helping our clients migrate aggregation vendors and implement digital solutions. Keep reading to understand their reasons for moving, experiences during implementation, and results since migrating.



### Client

## Results

Some examples of migration from other platforms:



# FREEFORM

### The Migration

Formfree is a market-leading lending technology company that provides automated asset verification solutions to streamline the loan origination process and provide intelligence about borrowers. One of their recent innovative initiatives was to consolidate the home buying process from over a month to a matter of minutes. Their new innovative technology required a new migration solution that could keep up. They selected MX as their new integration partner to power their digital verification of assets, income, and employment.

### Why Migrate?

MX Aggregation performance exceeded that of FormFree's previous provider, so they partnered with MX to power their company's future data initiatives. The biggest differentiators between MX and FormFree's previous provider are the ability of the MX Aggregation framework to support multiple paths and connections to provide a higher level of consumer connectivity, as well as MX's proactive approach to monitoring the system to ensure the reliability of connections.

### The Results

FormFree leverages MX's API, along with Identity Verification, Account Verification, and Statements to power its streamlined verification solutions to expedite the mortgage application and approval process. Their partnership with MX is breaking new ground in automated asset verification to make lending simpler, safer, and faster than ever before. By utilizing MX's data aggregation engine, they can achieve higher asset verification completion rates, allowing its lender partners to close more loans more quickly than ever before.





### A TOP 10 FINANCIAL INSTITUTION

### The Migration

When one of the top ten financial institutions in the industry was looking for the best migration solution for its 11 million customers, they knew they needed a reliable partner with the ability to deliver, so they came to MX. They vetted MX aggregation and enhancement solutions extensively, including administering a 5 million transaction categorization test across the three providers which they were vetting. They decided to proceed with MX, based on the findings and outcomes of their vetting process.

The financial institution then requested a phased approach to migrating their aggregation and enhancement, beginning with new members, then migrating existing members in 7 phases over 9 months.

### Why they decided to Migrate

The FI's previous aggregation vendor's connection outages were impeding customers' engagement with their PFM tools. The connection redundancy offered by MX was a clear solution to this problem.

#### The Results

The financial institution has experienced increases in the number of accounts aggregated and engagement with their online banking and financial management solutions. The FI will be completing their migration at the end of summer 2020, but have already seen improvements in outages for those who have migrated.



# Migration Success With MX



MX brings over ten years of experience in migrating and implementing digital solutions. Our client success and delivery teams have worked with over 2,000 financial institutions and fintechs to implement solutions that help them improve their customer experience and drive organizational growth. At MX we partner with our clients to build strategic digital programs which is why we have a 97% retention rate.

As part of working with MX, you'll be paired with one of our client success consultants who will be with you from concept to completion and the strategy to build and scale your business along the way.

To ensure your success each client will be assigned a delivery team that consists of:

- · Solution Architect
- Senior Delivery Manager
- Project Manager
- Implementation Specialist
- Integration Engineer
- · Client Marketing Training

Each client and program is unique. Working with the MX team, together we'll identify the best path forward for implementation for your organization and your customers.

"We're in constant communication. From both a support and development perspective, they function like an extension of our development team. We continue to work together on updates and enhancements... The team at MX is second to none."

CTO, FORMFREE





## The Customer

# **Experience**

Switching to a new aggregation provider doesn't have to disrupt the experience for your customers. MX will work with your team to identify the best strategy that meets your goals and objectives.

### **Push Notifications**

To avoid any gaps in connections, users can be alerted to the connection upgrade and prompted to re-authenticate their accounts when they next log in to Lending Club. Sample Message to customer: "We've upgraded our connections to improve your experience! Simply log in to your account to re-authenticate the connection."

### **Alternative to Service Interruptions**

Aggregation connections can be volatile, but MX's patented redundancy ensures best-in-class connection uptime. Instead of enduring an outage, MX can migrate connections during this period by identifying when the other vendor goes down. During this time, the switch can be made from the other vendor and prompt authentication with MX.

### **Migrate Unauthenticated Users**

Users can be unauthenticated for several reasons, such as a lapse due to financial institutions security requirements or reset credentials. Migration can be triggered when re-authentication is required, and users will be back online as soon as they re-authenticate.

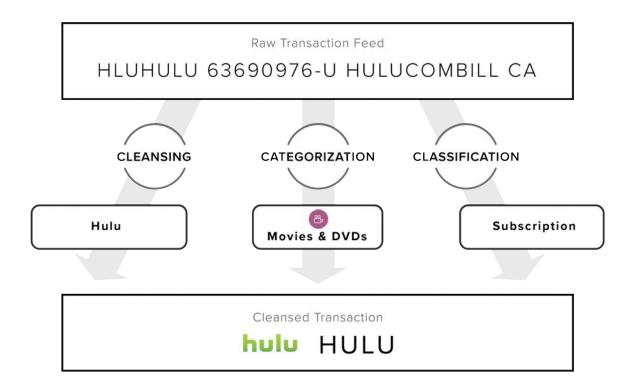


### The MX

# **Difference**



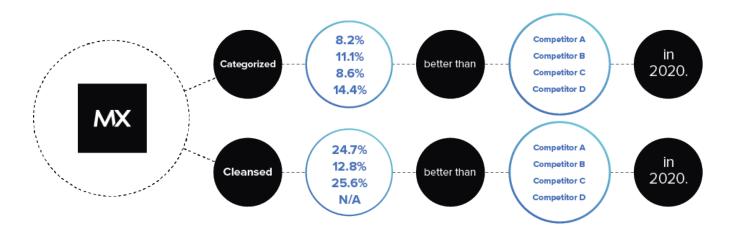
Account Aggregation is only one part of offering world-class solutions to your customers. With MX, you can do more with your data by not only connecting to it, but enhancing, allowing you to extract actionable insights. MX leads the industry in financial data enhancement accuracy. By implementing MX Data Enhancement, financial institutions are able to clean, categorize, classify, and augment their customer's transaction data.



Data Enhancement by MX gives your organization the insights it needs to build a foundation of actionable data and power innovative strategies. MX's drive for interactive innovation assures that your organization has access to industry-leading categorization rates. To demonstrate this, MX developed the Categorization Challenge to put its technology toe-to-toe to its competitors.







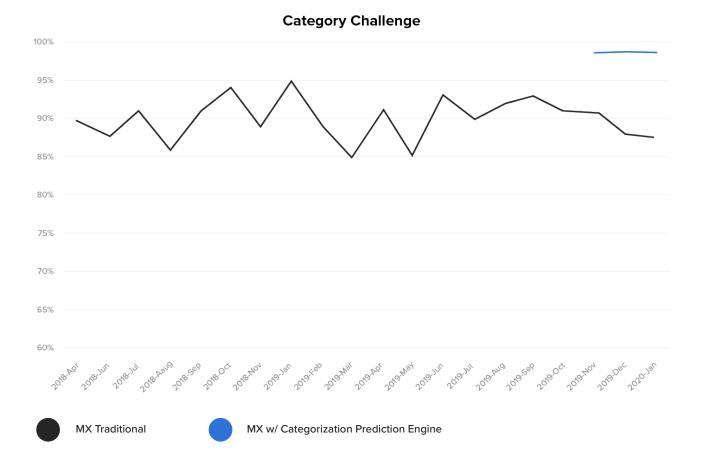
Every data enhancement service provider uses some form of training and parsing to process transactions, and then cleanses and categorizes accordingly. The data shows just how powerful MX's process is. Stacked up against other companies (national companies that have been around for 8+ years)\*, MX's cleansing and categorization is significantly superior to any other provider.

### WHY MX CATEGORIZATION

#### **Iterative Innovation**

Through iterative innovation MX continues to lead the industry in transaction categorization. By training hundreds of millions of correctly categorized transactions and using the intelligence of MX's human created rules, MX's Categorization Prediction Engine is able to identify patterns in never-before-seen transactions and reach categorization levels of 99%. The Categorization Prediction Engine is scheduled to go live at the end of August.





### **Verified Industry Leader**

A top 100 US financial institution wanted to test categorization accuracy rates from multiple vendors, including MX. To do this, the institution ran 5 million transactions through each vendor's system and then analyzed the results.

The results showed that MX reached categorization accuracy rates of over 90 percent, which was 30 percentage points higher than the closest competitor.

This means the closest competitor's users have to manually categorize 4 out of every 10 transactions, whereas MX users only have to review 1 out of every 10 transactions — many of which are transactions that cannot be categorized such as cash withdrawals and checks.

- Each vendor ran 5 million total transactions (2.5 million debit and 2.5 million credit) through their system
- The financial institution randomly sampled 16,000 of the 5 million transactions for categorization accuracy
- MX Accuracy: 91% Top Competitor Accuracy: 61%
- With our proprietary user-learning algorithms, MX results reach even higher than 91% after deployment.





### WHY MX CLASSIFICATION

By classifying your transaction data at a 96% accuracy rate, we help you put that data to better use. With additional metadata, you can see which transactions from external or held accounts are bill pay, ACH, POS, or direct deposit. In other words, you will know whether your account holders use each of these services.

Additionally, MX is able to identify recurring transactions including recurring income, expenses, and subscription transactions. The possible uses for this information are nearly limitless—from better user experience and market segmentation to driving share of wallet. You can use the classification information however you see fit.

Furthermore, classification allows MX to augment transactions with merchant and location data, where possible. Adding this metadata allows for advanced analytics, facilitates the display of maps, and much more. Having the ability to classify data enables you to outsmart the competition. The future of banking largely hinges on who can make the best use of data.

