

Andera releases Software Development Kit Solution will save thousands of hours for developers

PROVIDENCE, RI, January 21, 2011 – Andera, the leading provider of online customer acquisition solutions to financial institutions, released today a set of software building blocks that other firms can leverage for innovation in online financial applications. The SDK (Software Development Kit) Edition enables programmers to build on the foundation of Andera’s online account opening solution, currently in use by over 450 financial institutions.

Charlie Kroll, CEO of Andera, said “The same battle-tested components we use to build our online account opening solution are now available to other developers to speed innovation in online financial services applications. Developers can save thousands of hours by reusing Andera’s capabilities in nearly a dozen areas including identity verification, application decisioning, account funding, disclosures and documentation, fraud prevention, and integration of third-party systems and data.”

Andera now offers five levels (or “Editions”) of its platform, designed to support a wide range of needs, from small community financial institutions seeking a packaged solution with low startup costs and quick time-to-market to large organizations seeking a highly-configurable and flexible solution. The SDK Edition opens up the platform to application developers in financial services, but also other industries—online gaming, mobile apps, travel, retail, social media—anything that requires the ability to validate identity, verify account ownership, or automate membership and acquisition workflow, all while reducing risk of fraud.

Andera’s solutions allow financial institutions to acquire customers online, creating a highly-profitable sales channel. The technology is integrated with all major bank and credit union core systems, and features industry-leading risk management, fraud detection, compliance, cross-selling, analytics, and funding options via credit/debit card or the ACH network. Andera was awarded the “Best in Class” designation by Javelin Strategy & Research in May for its partnership and integration with Yodlee and its YodleeAccountVerification™ technology.

About Andera

Andera is the leader in integrated online customer acquisition solutions for retail financial institutions. Its suite of products and services includes solutions for marketing, customer acquisition, automated online account opening, funding, and cross-selling. Andera is headquartered in Providence, R.I. and can be found on the Internet at www.andera.com.

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