

Kynetx Financial Services App Solutions

Maximize Your Revenue & Customer Satisfaction:

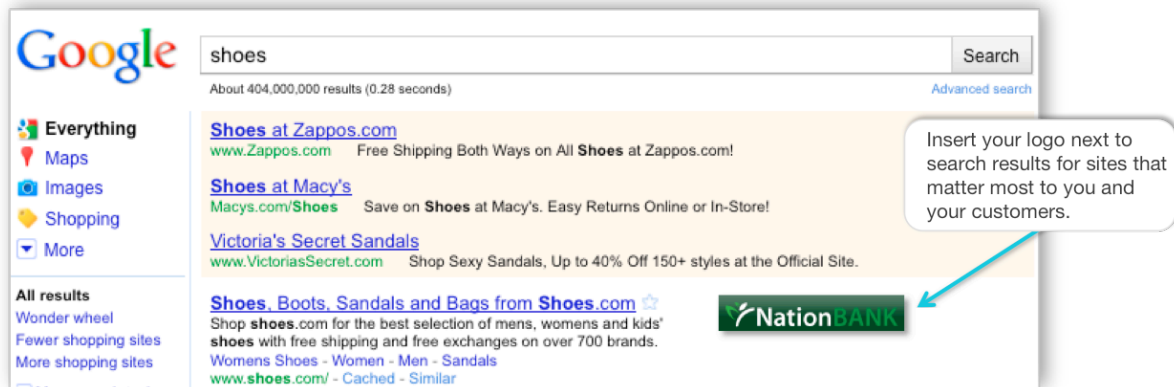
Pump up the power of your App strategy with Kynetx. Increase purchase frequency and customer satisfaction by leveraging patent-pending Kynetx Loyalty Apps for tight, context-sensitive and cross-platform interaction with your customers.

Responsive Apps that Communicate in Context:

Once your customers download a branded App, you can take advantage of a tightly-linked conduit to communicate in highly-interactive, personalized and context-aware ways. Using a Kynetx App as part of your product and marketing strategies, you can offer your customers ground-breaking convenience and tools like:

Top of Mind, Every Time - Search Engine Annotation & Percolation:

The average user visits a major search engine multiple times a day and the home page is often the most frequently used doorway into the Internet. The problem is carving out attention in a search engine is expensive and response is hit-or-miss. With a Kynetx App loaded in your customer's browser, they can see highlighted merchants, locations or products—all from within search results. Kynetx Apps not only allow you to place any content (like a logo or button) next to a search result, you can also pull results up to the top of the list, even from several pages down in the search results. By clicking on your logo, users can also see specific offers for that site. And, because Kynetx enables cross-site functionality, the same annotation and interface can show up on any search engine across the Internet.



Faster, More Accurate Transactions with Form Fill:

Up-level transaction speed and accuracy with the Kynetx form fill feature in your App. Your customers will never fat-finger their account number or address again using this convenient cross-site action. Unlike other form-fill tools (like browser fillers), Apps using Kynetx allow you to customize the process to fit your needs, tie directly into your customer data structure and position you as the preferred payment option for any online transaction. Kynetx Apps using form fill also help increase stickiness, brand loyalty and transaction number per customer. And because of the way the Kynetx uses late data binding, you can reduce the number of security risk points, giving peace of mind to your customers while reducing your overhead.

Email Solutions for Unparalleled Communication & Convenience:

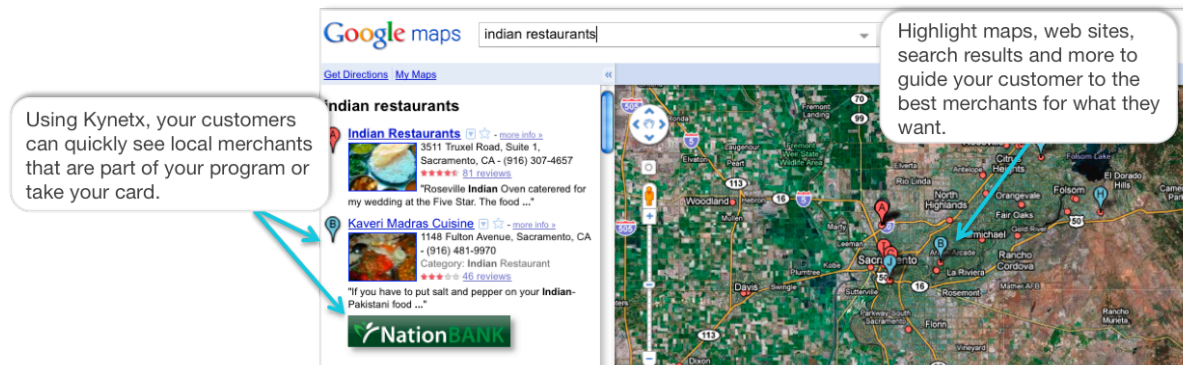
Kynetx Email features allow you to use an email server as an endpoint for the Kynetx Rules engine. This powerful feature can help drive both sales and customer satisfaction by giving you the ability to run rules against email communication. Using Kynetx, you could offer customers easy consolidation all emails from your company and participating merchants, including (receipts, order confirmations, customer support responses, offers). You can also write context-aware rules against the email type, subject or content, and offer highly responsive, personalized communication based on context like receipt amount, merchandise type or customer support questions. And using the Kynetx engine, you can not only provide this kind of communication, but automate it.

Create Unified Experiences Across Phone and Web:

Smart phone users who love mobile Apps will love the cutting-edge “everywhere you are” convenience of complete Kynetx Apps with congruent mobile, desktop and web browser interface points. By linking mobile App features to a web-app, using the context-rich Kynetx engine, you can respond to customers based on their physical location, or previous interaction with your company, regardless of where it was—on their phone, on a web site or their desktop.

Location-based Concierge Services:

Because Kynetx apps understand user-context and data from multiple sources, tools that offer deals and promotions based on context, like location and situation, are easily shaped to user needs...much like a digital concierge. Imagine your customer arriving in a new town on a business trip. With Kynetx, your app will not only recognize they are in a “new” place, but prompt them with information, maps and offers unique to that town and their preferences. Your customers immediately save time, money and hassle while using your services every step of the way.



A New Level of Loyalty:

There's nothing more important to the success of a business than customer relationships. Loyalty programs done well have proven to generate a high level of repeat business and customer satisfaction. With a Kynetx Loyalty App, you can up-level your loyalty program in a completely new way. Customers can see relevant, context-aware communication that helps them maximize rewards while you maximize sales within a product page, inside social networking sites, on a competitor site, in search engine results, or from deep within the shopping cart.

Do you use points or count purchases for your Loyalty Program? Stimulate sales or spending by reminding customers of their account balance across any site or device with a rewards “scorecard.” Ads based on reward totals (“Only 100 more points to receive your bonus reward!”) can stimulate customers to optimize points or purchases based on their personal context.

Leverage Social Media to Boost Your Business:

Give your customers the ability to share and interact with social networking sites like Facebook and Twitter about your products and programs. Pull in and display consolidated tweet and post streams or allow them to respond while inside your App from anywhere on the web.

What Makes the Kynetx App Platform Different?

- *Stretches across web sites & devices* = Because the platform lives in the cloud, you can quickly create Apps that work on any web site or device.
- *Flexible* = Apps can facilitate mashups including any data source, along with a variety of programming elements and content to make never-before-seen App capabilities.
- *Secure & private* = Since Kynetx doesn't store any personal information and integrates with OAuth, iCards, and other security methods, users can be assured their interaction will remain private and secure.
- *Context-aware* = The patent-pending Kynetx Rules Language looks for, and understands, user context (any information about them, where they are, what they're doing) then responds through a wide variety of actions for a robust and relevant user experience.
- *Cross-platform* = Kynetx Apps work on multiple operating systems, devices and browser types.
- *Networked-delivered for low maintenance*= The Kynetx Rules Engine lives in the cloud, giving developers the ability to change an App once and have it change the client experience everywhere, instantly.

For More Information...

To learn more about the Kynetx technology, contact a Kynetx Representative at 801-649-4901 or email us at info@kynetx.com. For more information about the company and products, visit our web site at www.kynetx.com.