

# Yodlee SmallBusiness PartnerHub

Deliver mission critical business tools to help small business customers address important tasks such as: management, accounts receivable, payroll, and securing loans through the Yodlee® SmallBusiness PartnerHub. This online hub makes it easy for financial institutions to offer innovative third party business services and apps right from their banking website – without requiring significant time, effort, or expense.

## Advantages for Financial Institutions

- + Increase Revenue:**  
Tap into a revenue generating partner program and uncover new opportunities.
- + Increase Customer Satisfaction:**  
Engage customers with cash flow, lending, expense management, and other small business solutions via the bank's user interface.
- + Reduce Tech Costs and Complexity:**  
Let Yodlee handle the technical details of delivering third-party partners through the hub.
- + Grow Data Intelligence:**  
Gain deeper insight into your customers' needs to inform cross-sell opportunities.

## Advantages for Customers

- + Tools for Growth:**  
Provide valuable tools and services to help small businesses manage and grow their finances.
- + One-Stop Shop:**  
Deliver an easy-to-navigate dashboard providing specialized services and tools all in one place.
- + Peace of Mind:**  
Specialty services presented in a familiar, safe, and trusted online bank environment.
- + Ease of Use:**  
Require only one login to easily access third-party partner services.

## Provide More Customer Value and Increase Revenue with Specialized Digital Financial Services for Small Businesses

The Yodlee SmallBusiness PartnerHub allows financial institutions to provide the tools and services that businesses are asking for – without requiring them to leave their online banking website. From cash flow forecasting to lending, invoicing, expense management and more, your customers can access specialized digital financial services and apps from third-party partners through Yodlee's secure portal, right from their banking website. These specialized digital services allow financial institutions to increase engagement and revenue, and grow customer loyalty without requiring a significant investment.

## The Services Small Businesses Need

Digital financial services offered on the PartnerHub can address critical tasks and encompass:

- Loans and financing
- Expense management
- Invoicing and collections
- Business credit score and activity monitoring
- Lead generation
- Online accounting integration
- Payables and approval workflows
- Travel management

**"We know that businesses want more from their banking services. The partner hub is a unique way to integrate a wide range of critical, but innovative apps into a seamless, secure experience specially designed for businesses. Businesses are now able to get all their digital financial management services through the cloud using the Yodlee Platform and by leveraging it, financial institutions are able to bring more services to their customers, simply and securely, improving satisfaction and increasing revenue."**

*— Eric Connors, SVP of Products, Yodlee*

## Featured PartnerHub Partner:

# CAN CAPITAL

With CAN Capital as a PartnerHub partner, financial institutions can opt to offer their small business customers fast, hassle-free access to working capital through the PartnerHub, without requiring additional resources and time commitments.

CAN Capital, a market share leader in alternative business finance, can seamlessly and securely provide customers with an instant quote for funding based solely on financial data and payment information.

Its business evaluation model allows it to help small businesses qualify for the capital they need to grow.

**“The Yodlee SmallBusiness PartnerHub is a great ‘one-stop-shop’ for small businesses – bringing together best-of-breed capabilities like ours, specifically designed for the unique and changing needs of business owners. We believe this will be a big win for both businesses and financial institutions.”**

— James Mendelsohn,  
Chief Marketing Officer,  
CAN Capital

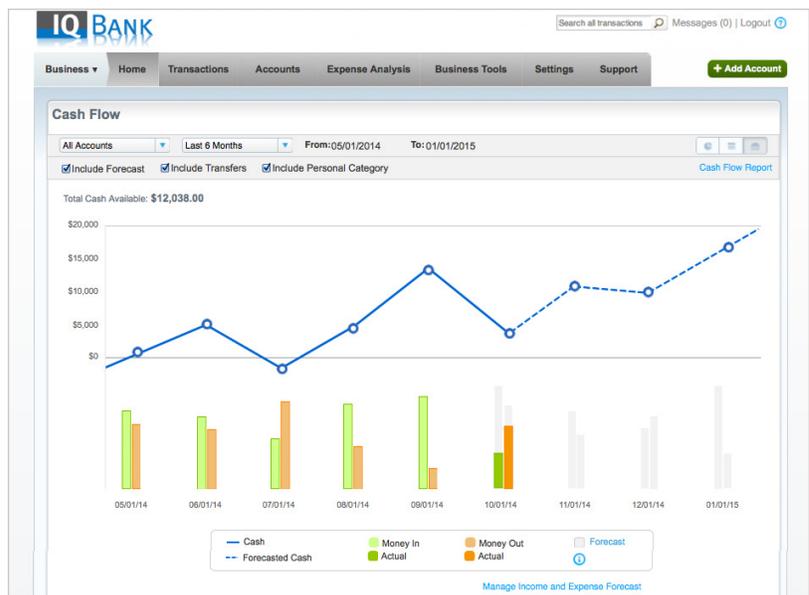
## Integrate Once for a Multitude of Benefits

Financial institutions can free themselves from the world of one-off integrations with third-party partners, which can complicate their technology infrastructure. A one-time integration with Yodlee is all it takes for financial institutions to provide their business customers with access to many valued business services in one place. With Yodlee handling the technical details, time to market is reduced. Additional or custom business capabilities can be easily added to the hub at any time.

## One Common Data Platform for Increased Insight and Ease of Use

Powered by the powerful and common data platform from Yodlee, specialized digital financial services offered on the PartnerHub draw upon existing financial data from the industry’s largest data platform to inform and quicken transactions.

- Instead of requiring customers to log in every time they access partner apps or services, customers only need to provide their login credentials when they log into their online banking.
- Real-time transactional data can create the insights that small businesses are looking for, like cash flow forecasting.
- With increased insight offered by transactional data, financial institutions can be better positioned for cross-selling opportunities.



Cash Flow Forecasting from Yodlee Small Business solution

**Give businesses the digital financial tools they need through the Yodlee SmallBusiness PartnerHub. To learn more, contact a Yodlee sales representative.**

## About Yodlee

Yodlee (NASDAQ: YDLE) is the Platform for Financial Innovation. More than 800 companies globally, including 9 of the top 15 US financial institutions, rely on Yodlee to power personalized financial apps and services for millions of consumers driving retention, engagement, and revenue. Leveraging the industry’s largest data platform, Yodlee also delivers real-time insight into consumer behaviors to create more dynamic interactions – anywhere, anytime, on any device.

Yodlee is headquartered in Redwood City, California. For more information, visit [www.yodlee.com](http://www.yodlee.com).