

Stay Ahead of the Changing Commercial Real Estate Market with the Clarifire® Application

eMASON's Clarifire® application is a web based business process automation technology, applicable to any industry. Key financial institutions have embraced the Clarifire application to manage their default, case management, leases, condos, office buildings, consumer inquiry, compliance and many other processes. The software presents process automation and data management in a way that all users can embrace, regardless of technical background. Data, images, contacts, and processes are centralized on a secure site that provides innovative functionality to share, change, and create new process automation rules.

Key Benefits of the Clarifire Application

- 📁 **Automated Workflow**
 - ✓ Based on user defined business rules the Clarifire application automatically launches work queues that automated tasks and eliminate missed deadlines.
 - ✓ Manual workflow techniques, i.e. spreadsheets, are replaced with automated methodologies.
 - ✓ The related cases feature of the Clarifire application allows a user to view all processes associated with a property (i.e. lease management, REO, contracts, insurance renewal) or owner (multiple leases, buildings, properties) in one view.
- 📊 **Dashboards**
 - ✓ The Clarifire application provides transparency through real-time/configurable dashboards and provides management with immediate visibility into reporting and bottlenecks.
 - ✓ Dashboards provide easy access for evaluating resource allocations/workload balancing.
 - ✓ Dashboards can be assigned to internal and external users, including asset management firms, promoting greater collaboration and efficient use of time.
- 💬 **Communication**
 - ✓ All communication takes place within the Clarifire application, eliminating extraneous emails and faxes, and reduces phone calls. Notes/documents/images are date/time stamped and housed within the application.
 - ✓ Decrease cycle times with efficient communication with third parties.
- 📋 **Compliance**
 - ✓ The most current policies and mandates are contained within the Clarifire application ensuring compliance at all times.
- 📁 **Data Gathering, Documents & Images**
 - ✓ Customizable Data Collectors (CDCs) gather and store data and make it available to users at any time. The data can come from systems outside of the Clarifire application.
 - ✓ CDCs are applied to the process to launch the flow of data, images and processes automatically.
 - ✓ Documents can be automatically generated in the Clarifire application, housed within the application and made available for download and/or distribution to print factories or fulfillment vendors.
 - ✓ Document types can automatically trigger processes via business rules within the application.
 - ✓ Proactively acquiring required data, documents and images will result in an expedited and well informed decision and will affect the rate of return on a distressed asset sale.
- 🔌 **Connectors and Clarifire Contacts**
 - ✓ Place requests or updates to a 3rd party vendor (BPO/valuations/data modeling/analytics, rating agencies, investors), monitor the response and automatically upload the image, all within the Clarifire application.
 - ✓ File transfer for data feed between the application and the third party system of record.
 - ✓ Web Services, when associated with business rules, drive the workflow automatically, populates data and moves the process forward.
 - ✓ Clarifire Contacts allows management of all contacts, integrates with a dialer and any other systems used.
- 🔧 **Technology**
 - ✓ The Clarifire application is built on the .NET 3.5 platform and leverages .NET Windows Communication Foundation (WCF) for easy integration and web service connectivity.
 - ✓ The application is designed to scale.

Find Out More: For more information, visit our website emason.biz, and please contact Ann Politano at 866-222-3370 x274 or apolitano@emason.biz