

The Interconnected Desktop of the Future: Tier1 Financial Solutions & OpenFin

Tier1 and OpenFin have partnered on a product that integrates Tier1's core capital markets CRM functionality into OpenFin's operating system.

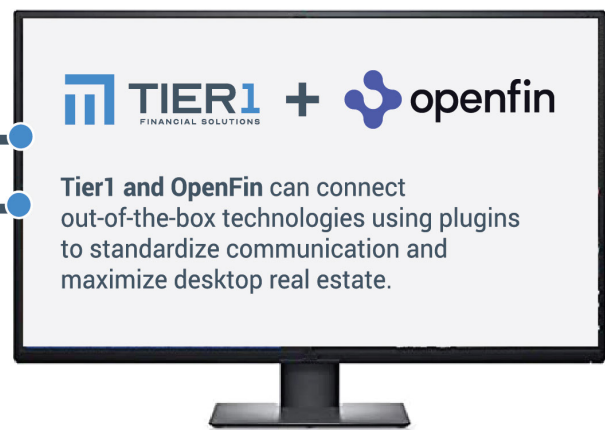
The product provides customers the ability to seamlessly incorporate Tier1 features, including call reports, contact and account profile pages, into the OpenFin operating system. Get quick and contextual access to critical CRM information by incorporating profile pages and other features with OpenFin workflows. Integrate into any number of desktop applications seamlessly through this pre-built OpenFin connector.



Tier1 provides industry leading CRM products for Capital Markets and Investment Management firms, powered by Salesforce.



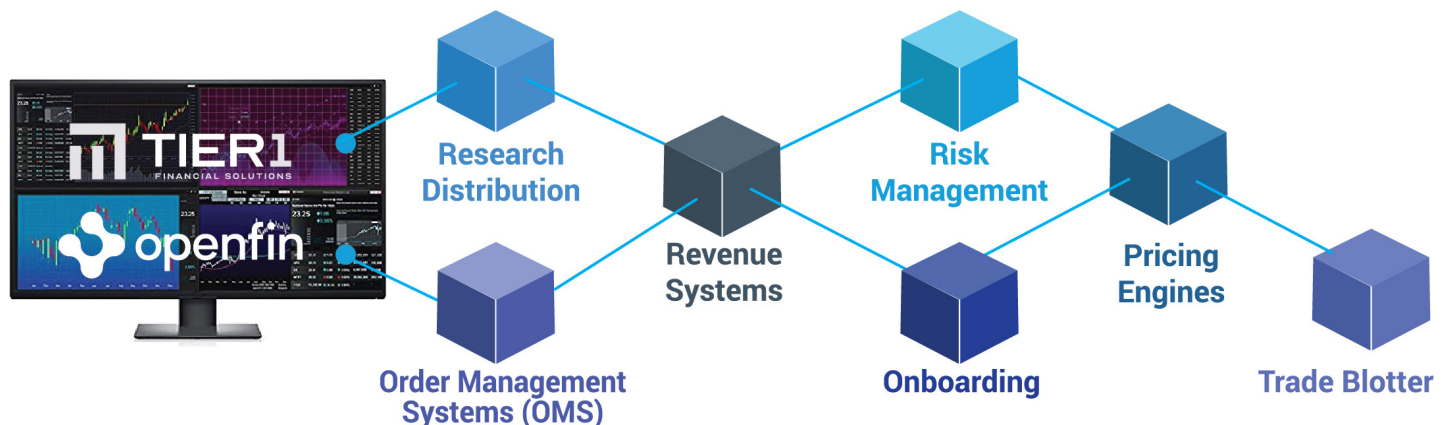
OpenFin enables users to create an interconnected desktop with a framework that extends from our core CRM to other client servicing tools or desktop applications.



Ask any financial services user what the most frustrating part of their workflow is, and you will frequently get the same answer. It's the dozens of applications, all with different functionalities, and related underlying data lacking any connectivity.

Users typically need to re-key data for updates, searches and lookups across dozens of applications. These redundancies are both time consuming and prone to error. Partnering with OpenFin allows Tier1 clients to easily connect out-of-the-box applications and provide standardized communication between their systems.

OpenFin and Tier1 create efficiencies by supporting the interconnectivity of desktop applications to better service clients.



To learn more about Tier1 and OpenFin and how we can support the integration of your capital markets systems, contact info@tier1fin.com for more information.