

Best Online Financial Services Providers

Online Banking Report periodically designates a new online feature as “Best of the Web.” This means that the feature is expected to be widely copied and to “raise the bar” in online financial services. Best of the Web winners do not necessarily have to be great overall companies or business units, just pioneers in online financial products and services.

Year	Company	Claim to Fame	OBR Issue (pages)
1996	AT&T Universal Card	First card to offer specific online fraud protection	
1997	Bank of Montreal	First online real-time mortgage loan approval.	
2005	Bank of America	First use of multi-factor log-in powered by Passmark	119 (12-19)
2004	Barclays Bank (UK)	Web-based products, services, and offers geared towards startups.	107/108 (57)
1995	BayShore Trust (Canada)	First online real-time loan approval.	
1996	Beneficial Finance	First major instant loan approval	21 (8-9)
2005	Billeo	Biller-direct toolbar	116/117 (34-43)
1996	Britton & Koontz First Nat.	First triggered email alerts.	
2002	Charter One Bank	Triggered messaging service, <i>fyiAlerts</i>	86 (20)
2005	Citibank	Security innovations including pin-protected transfers and personalized email	119 (20-26)
1998	CompuBank (Netbank)	First online interbank funds transfer system and third level password	
1999	CyberBills (Metavante)	Scan-and-pay bill payment	47 (16-17)
2000	DeepGreen Bank	First real time-approved home equity line of credit online mini-application	63 (8-15)
1997	E-Loan	First major Internet-only lender launched in mid-1997; free credit scores.	30 (13-15)
1998	eStudentLoan	First student loan marketplace, later acquired by StudentAdvantage	43 (13-16)
2003	E*TradeBank	Easy to use web-based interbank funds transfer with real-time ACH deposits.	96/97 (30-33)
2001	E*Trade Mortgage	Superb layout and great customer support including MyLoanTeam	73 (14-21)
2000	Everbank	Overall superior design and product set; integrated account aggregation.	57/58 (12-16)
2005	Everbank	Innovations in account aggregation and integrated banking	112 (6-8)
2001	Fidesic	Turnkey email payment and invoicing for small businesses	70/71 (28-36)
2004	First National Bank (SA)	<i>Digicode</i> multifactor token-based access option for retail banking customers.	112 (9)
1998	InCurrent (ORCC)	<i>Cardsite</i> credit card platform that offered a host of advanced features.	43 (10-11)
2001	IndyMac	Ensuring that applicant feel comfortable through the entire process	73 (6-13)
2001	ING Direct	Attractive and easy-to-use savings products	74/75 (40-43)
2000	Juniper Bank	Credit card issuer with a Net-only bank on the side	67 (12-34)
1998	LendingTree (InterActive)	Innovative loan auction marketplace	38 (21-23)
2004	MBNA	Bill Pay Choice: pay-anyone bill payment from checking or card.	104 pp. 16-17
2001	MortgageBot (M&I)	Excellent overall, especially its loan status center	73 (3-35)
1997	NatWest Bank	Excellent look & feel combined with great content for small biz	29 (8)
1998	NextCard	First credit card with real time approvals; real-time balance transfer system	37 (12-19)
1999	OneCore Financial	Turn-key small business services	48 (12-13)
2003	Online Resources	MoneyHQ premium online banking service.	103 (14)
1999	PayMyBills (Metavante)	Scan-and-pay bill payment	50/51 (20-22)
1999	PayPal	First to develop email P2P payments	54 (10-14)
1999	PayTrust	Account aggregation integrated with scan-and-pay bill pay	54 (18-19)
2003	Penn. State Employees CU	Upost@home real-time credit for deposits via mail or ATM.	103 (20-23)
1998	PeopleFirst (Capital One)	Blank-check auto lending.	40 (13-15)
2002	Privista	User-defined credit report alerts	83/84 (31-34)
1997	QSpace (Experian)	First online credit bureau report.	
1997	River City Bank	First bank to add personal finance capability to its Web-based statements	
1998	SecureTax (Intuit)	First easy-to-use full-service online tax service	33 (16-17)
1995	Security First Network Bank	First full-service Internet only bank brand	
1997	Signet Bank	First major bank with triggered email account alerts	22 (17)
1998	TD Bank	Session logs allow users to review what they've done online	37 (16)
2002	TrueLink (TransUnion)	Online credit report sales and delivery	83/84 (35-46)
1999	VerticalOne (Yodlee)	First provider of financial account aggregation	52 (19-23)
2002	Weatherbug	Persistent desktop presence	85 (12)
1999	WebTurboTax (Intuit)	Full service Web based tax returns and tax planning	46 (12-15)
1995	Wells Fargo	First bank to offer Web-based account access	
1999	WingspanBank (Bank One)	Overall improvements in online banking user interface	50/51 (8-16)
2000	WorthKnowing	Credit report delivery combined with preapproved card offers	66 (16-21)
2000	X.com (PayPal)	Online signup process, interbank funds transfer, and indexed mutual funds	59 (14-19)