



**For Immediate  
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## **PINNACLE FINANCIAL SELECTS MIMOSA SYSTEMS EMAIL MANAGEMENT SYSTEM TO IMPROVE CUSTOMER SATISFACTION & LOAN PROCESSING**

*Fast-Growing Mortgage Lender to Utilize Fingertip Access to Historical and Current Emails To Increase Financial Activities Throughput*

**Santa Clara, Calif. – January 9, 2007** – Mimosa Systems™, a leader in unified information management solutions for enterprise content, today announced that Pinnacle Financial Corporation, one of the nation's fastest growing, independently-owned mortgage lenders, has selected the Mimosa NearPoint™ for Microsoft® Exchange Server software to improve the management, archiving and recovery of its Exchange-based email information.

Pinnacle Financial intends to use better email management activities to improve customer satisfaction and achieve higher loan volumes for employees at more than 100 branch offices throughout the United States. NearPoint's live content archiving capabilities for both current and historical emails will enable the company's loan agents and support staff to have instant access to more information than before, resulting in faster processing of loans and other financial activities. Loan processing speed will be enhanced by the Self-Service Search feature within NearPoint that enables Pinnacle Financial staff seamless access to archived data without any assistance by IT staff. NearPoint's continuous data protection architecture also provides faster and more complete disaster recovery capabilities for its email environment, while also reducing email-related storage requirements.

"Quick access to email, both new and old, will enable us to provide our customers with a highly satisfying mortgage loan experience," said Rick Q. Chin, Pinnacle Financial's senior vice president of information technology. "Mimosa NearPoint will allow our agents fingertip access to information that is crucial to more quickly completing loans, while empowering our employees to more effectively search their own mailboxes, which improves workflow while lowering my staff's support requirements."

Pinnacle Financial ([www.pinnaclefinancial.com](http://www.pinnaclefinancial.com)) is one of the nation's fastest growing independently-owned direct mortgage lenders, licensed in 48 states. The company works directly with Wall Street investors to design residential mortgage products that are unique to the industry. Founded in 1988 and headquartered in Orlando, Fla., Pinnacle Financial closed more than \$5.5 billion in residential mortgage loans in 2005. In 2006, the company received Consumer Advocate Harj Gill's Seal of Approval as the nation's most ethical lender. Earning Gill's personal "Seal of Approval" is strong validation of the company's 18-year commitment to always doing what is in the best interest of its customers.

Email represents the core of Pinnacle Financial's business communication. With increasing business volume and the rapid addition of new branch offices, the company's Microsoft Exchange email stores were experiencing unprecedented growth. Pinnacle Financial needed a solution to optimize its Exchange storage, protect its critical email information and empower users with immediate access to historical data.

"With NearPoint we intend to optimize our Exchange servers and add an extra layer of protection, all while providing our users with instant access to historical emails with a click of a button," said Chin. "NearPoint's intuitive, easy-to-use interface is something employees will immediately understand and we are anticipating an easy deployment as we install the solution throughout the company."

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“During the solution search phase of our project, we discovered that many NearPoint standard features were add-on options in other products. The increased number of standard features in NearPoint allowed our implementation to be more cleanly integrated during deployment.”

“Every product is only as good as its foundation. The architecture of Mimosa NearPoint is clearly next-generation thinking. That allows NearPoint to be a product with great features now and lots of growth potential in the future. NearPoint’s ability to recover Exchange server data following a disaster is a good example of something other products will never do – because Mimosa started with a different foundation.”

Important features in Pinnacle Financial’s selection of Mimosa NearPoint included:

- **Self-Service Search of Archived Data:** NearPoint gives Pinnacle Financial’s users seamless self-service access to their archived data so that they may find potentially “lost” or deleted messages without IT assistance.
- **Next-Generation Architecture:** NearPoint’s unique architecture does not require journaling or any agents on either the Exchange Server or user desktops. This will simplify Pinnacle Financial’s multi-office deployment and ensure that there is no impact on production Exchange Server performance.
- **Automated, application intelligent disaster recovery:** NearPoint reliably protects Pinnacle Financial’s Exchange information through non-invasive, continuous application shadowing. This preserves the consistency and integrity of Exchange data, and enables “one-click” full email data and service recovery when needed.
- **Mailbox Storage Management:** With NearPoint, Pinnacle Financial will reduce storage requirements on the Exchange Server by migrating or “extending” attachments based on policies of age, size or mailbox size watermarks

“An email archiving product is something you purchase with the expectation that you’re going live with it for years to come,” said Chin. “Therefore, it’s a decision that you make carefully. You consider many variables. And when I considered the tangible and intangible benefits of the companies and products I examined, both Mimosa and NearPoint came out on top.”

### **About Mimosa NearPoint**

Mimosa NearPoint addresses critical customer requirements around email information archiving, eDiscovery, regulatory compliance, data protection, disaster recovery and storage optimization. Mimosa NearPoint provides immediate mailbox and message recovery, disaster recovery, email archiving, and self-service search and access in one solution. By leveraging cost-effective storage, NearPoint also optimizes e-mail storage and reduces overall infrastructure costs.

### **About Mimosa**

Mimosa Systems, Inc. delivers next-generation information management solutions for information immediacy, discovery and continuity. Mimosa NearPoint™ for Microsoft® Exchange Server is the industry’s most comprehensive information management software solution for Microsoft Exchange, unifying email archiving, recovery and storage optimization. NearPoint assures email continuity and regulatory compliance, while leveraging cost-effective disk technologies to optimize email storage growth. Mimosa is a Microsoft Gold Certified Partner recognized for its competencies in Networking Infrastructure Solutions, ISV Software Solutions, and Information Worker. Mimosa is a privately held company whose investors include August Capital, Clearstone Venture Partners, Dot Edu Ventures and JAFCO Ventures. Mimosa was founded in 2003 and is based in Santa Clara, California and Pune, India. For more information see [www.MimosaSystems.com](http://www.MimosaSystems.com).

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