**MEDIA CONTACT:**

Augusta Bauknight

augusta@williammills.com

678-781-7214

**Cirrus Undergoes Company Rebrand with UI Messaging Enhancements and Intelligent Application™ to Streamline Customer Onboarding Process**

*Company unveils platform enhancements and new website in response to wider market acceptance and increased industry demand for services*

**EVERGREEN, Colo. – July 14, 2021** – [Cirrus](https://www.cirrussecure.com/), a provider of cloud-based document management software, has completed an extensive rebranding effort in response to accelerated company growth and an industry need for adaptive software to streamline lending and onboarding processes. Coinciding with the unveiling of the new brand, Cirrus launched an updated website, as well as its Intelligent Application™ enhancement, which enables sophisticated filtering and routing tools for multiple onboarding use cases within a financial institution. In addition, Cirrus announced a major upcoming messaging enhancement within the platform.

Cirrus’ UI messaging enhancements simplify the communication and collaboration of documents required when onboarding new and existing customers through an inbox-style design. The platform’s UI messaging format includes the functionality of Cirrus’ standard checklists, the ability to share documents seamlessly and tools to request additional information, such as a file request. The updates also allow lenders to store documents for individual contacts, auto-populating necessary documents should a customer choose to open a different account or a new type of loan.

The enhanced platform also includes a product routing tool to streamline online applications using decision tree logic to drive customers to different products through eligibility filtering. Using decision tree logic, the platform gathers information on borrowers, such as intended use of funds, to automatically request relevant documents, allowing lenders to execute the onboarding process based on products that best fit the criteria entered online by the prospective customer.

“The recent enhancements to Cirrus’ platform further streamline the management of deal flow and document chaos effortlessly, so bankers can focus on deals, rather than documents,” said David Brooks, founder and CEO, Cirrus. “Our customizable and secure portal is built to allow teams to easily track loan status, automatically name and package documents, and access online support systems to navigate the lending cycle efficiently. This rebrand solidifies Cirrus’ stance as an industry leader offering lending innovations and an unparalleled customer experience.”

**About Cirrus**

Cirrus provides a digital client engagement tool that eliminates the “document chaos” associated with the management of commercial and SMB bank account onboarding and lending documentation to deliver a superior customer experience for clients in the banking, healthcare, agricultural and oil and gas industries, among others. Using a cloud-based, API-enabled system, financial institutions are able to create electronic checklists, collaborate on documents needed at each stage of the deal, upload sensitive documents quickly and securely, and easily view the status of the deal itself. Thoughtfully designed by bankers for bankers, Cirrus brings a policy-driven structure to its clients and is committed to returning 10 million hours of operational savings to the banking industry. For more information, visit [www.cirrussecure.com](http://www.cirrussecure.com).

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