Yodlee Proper Names

• Yodlee

• Yodlee [AccountOpening](#)

• Yodlee AccountVerification

• Yodlee Advisor (formerly AdvisorView)

• Yodlee Biller Directory (the database that is part of the Yodlee UniversalBillerDirectory)

• Yodlee BillerNetwork (the billers and networks of billers we send payments to)

• Yodlee [BillPay](#)

• Yodlee [BillPay](#) Account Accelerator (this had been called Yodlee Bill Pay AccountAccelerator but was changed to better align with Yodlee [BillPay](#))

• Yodlee [BillPay](#) CashEquivalents

• Yodlee [BillPay](#) DirectPay

• Yodlee [BillPay](#) PayItAll

• Yodlee [BillPay](#) PayToday

• Yodlee CustomerCare (never ever ever YCC)

• Yodlee Data Engine

• Yodlee DataServices

• Yodlee EasySignOn

• eIDVerifier (not our product, but we use it and refer to it in our apps; variations should respect the general style of spelling, like eIDVerification, etc.)

• Yodlee FinancialCalendar (as a product) but financial calendar as a feature—caps as needed

•Yodlee FinApp (if it is a page or "widget" Yodlee developed) – a "widget" developed by a 3rd party developer is a FinApp

•Yodlee FinApp Store (formerly known as Bridget)

•Yodlee FraudCenter (it's the app. that's powered by Actimize; for a brief period it was called Yodlee FraudPro)

• Yodlee FundsTransfer

• Yodlee Insights (Yodlee's implementation of the Omniture product)

 Get Started (NOT First User Experience)

• Yodlee House Holding

• Yodlee LoginHelper

• Yodlee Mobile

• Yodlee Mobile FundsTransfer

• Yodlee MoneyCenter (the umbrella under which Yodlee BillPay, Yodlee FundsTransfer and the other modules fall)

• Yodlee OnlineBanking

• Yodlee OnSite (Yodlee's implementation of Omniture's Site Catalyst product)

• Yodlee OnTarget (Yodlee's implementation of Omniture's Test and Target product)

• Yodlee PasswordSaver (descoped as of 7.2)

• Yodlee PaymentCenter

• Yodlee PaymentGateway or payment engine - Never Yodlee PaymentEngine (Trademark issues); Yodlee RoutingEngine is a part of the Yodlee PaymentGateway

•Yodlee Payment Operations Dashboard (often referred to as **Yodlee Paymon**; there is a Yodlee BillPay Paymon and a Yodlee FundsTransfer Paymon)

• Yodlee PersonalFinance (formerly Yodlee OnCenter)

• Yodlee Platform

• Yodlee PostcardCheck (use singular, not plural; plural is implied)

• Yodlee Sub-Branding Module (part of Yodlee CustomerCare, not an independent tool (formerly Yodlee Multicobrand Tool)

• Yodlee TaxCenter

• Yodlee UniversalBillerDirectory (the tool/process by which we map all the billers and networks that make up the Yodlee BillerNetwork)

• Yodlee Validator – the internal tool we use for testing

Rules for Usage

• Always refer to the product names preceded by the name "Yodlee". That is, we can not say "MoneyCenter"; we must say "Yodlee [MoneyCenter](#) ".

• Never use the possessive—it is "Yodlee PersonalFinance," not Yodlee's PersonalFinance.

• The first use of a trademarked name on a document must show the ® symbol. Exception—when the first use is the large font, pretty title, then put the mark in the first standard font size use of the word. e.g., see the new data sheets coming out in a week or so. Clarification—if more than one product name is mentioned in a document, only one ® must be used. E.g., "Yodlee® [BillPay](#) is a module of Yodlee [MoneyCenter](#) ". Why Only "Yodlee" has the registration; thus, only the first use of "Yodlee" must be marked.

• For consistency, the vast majority of product names following "Yodlee" are concatenated with capitalization for the beginning of each word. For example, not "Bill Pay" nor "billpay" nor "Billpay", but "BillPay"