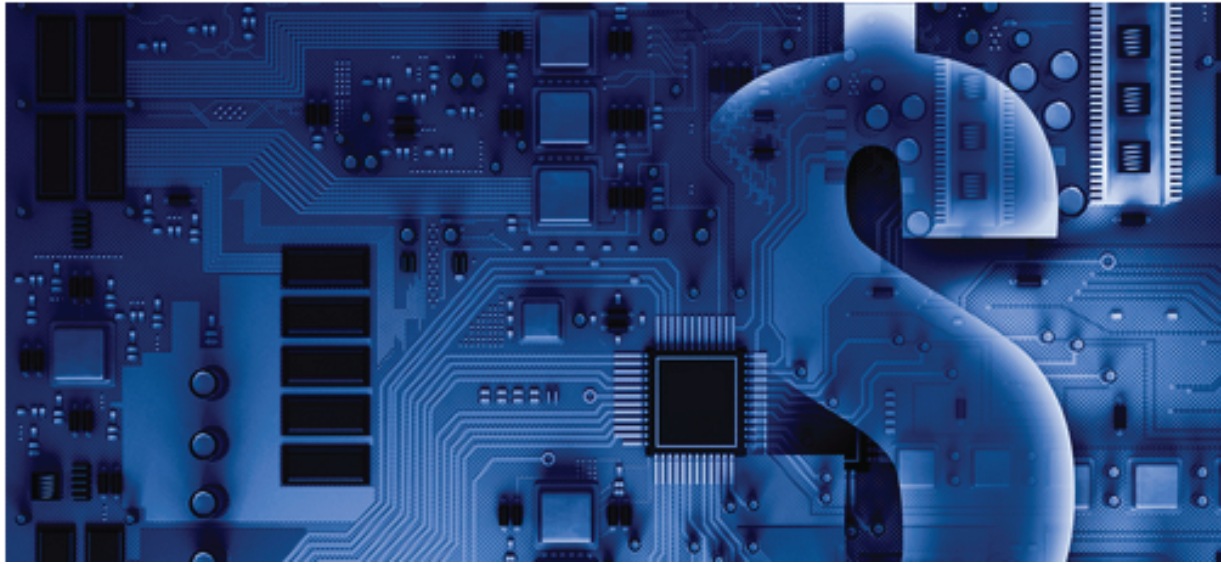


# You've got some explaining to do



"Collin and I have worked together for many years. I keep coming back to him because of his ability to take a lot of technical information, decide what's important and what's not, organize it, and package it in very understandable, simple language."

**George Ravich**  
Chief Marketing Officer,  
Earnix

## Tell financial executives a compelling technology story

The transformation of financial services is underway. A universe of banking, capital, payments, and investments is colliding with a universe of big data, machine learning, and cryptofinance—internetworked, mobile, and intelligent. New opportunities at this nexus? They're legion. New headaches and confusion, sorting it all out? Those, too.

Let us help you profit from this changing industry order. Canright Communications has decades of experience serving the financial sector, from traditional banking giants to technology upstarts. FinTech is where some of the most important changes in financial services are taking place—and some of the most arcane.

We can help you tell your audiences what's happening—where the pitfalls and potential lie—across many media platforms, clearly and compellingly. And most importantly, we can tell them what they want to know most.

**And it isn't about the technology.**

## Let Canright Communications connect the dots...

What executives want to know is how technology can help them:

- Expand business market share.
- Enhance service to existing customers.
- Make operations more efficient.

Stories of change in a complex industry take skill to tell. You need someone who understands the financial services industry and technology and content marketing. Otherwise, you hear what some of our clients tell us after hiring a business writer: "It took so long to explain what was happening, it would have been easier to write it myself."

We've been writing about financial services and financial technology since the 1980s, when electronic payments in banking debuted. We covered the rise of internet banking and ecommerce. Principal Collin Canright is a former editor of Cashflow magazine as well as a contributing writer to Independent Banker magazine and tech-writing team lead for software developers and trading firms.

The result? We know how to blend insider knowledge of the financial services industry with a journalist's attention to detail and accuracy—and keep it so clear any executive will understand.

## Content that connects

The key concept driving marketing communications these days?  
Content. The more, the better.

We know how to take one interview with your team and turn it into multiple messages across a range of communications platforms. Our tagline is "Content that Connects." At Canright

Communications, that means we can craft white papers, bylined articles, web pages, brochures, trade show presentations, and more that tell the story.

Let us help you find the angles in every development; then leverage them so that you reach different audiences memorably.



## We have served

- SunTrust Bank
- Investnet I Yodlee
- Morningstar
- Xignite
- Synechron
- Earnix
- Independent Community Bankers of America
- BBMC – Bridgeport Bank Mortgage Corporation
- A multi-strategy international hedge fund
- A provider of payment processing services and risk information

## Let Canright Communications Help You With:

Competitive intelligence research  
White papers  
Brochures  
Web pages  
Emerging technology reports  
Bylined articles  
Case studies  
Presentations  
Trade show support  
Trends and best practices reports  
Lead generation tools  
User and server manuals

## Make complexity compelling

Get heard. We'll help you explain what needs explaining, clearly and well.  
Call or write:

Canright Communications  
773-426-7000

[collin@canrightcommunications.com](mailto:collin@canrightcommunications.com)  
[www.canrightcommunications.com](http://www.canrightcommunications.com)

Make the digital transformation of financial services work for you. FinTech Rising is our weekly email that provides context to media coverage of FinTech and the future of money.

Become a subscriber at [www.fintechrising.net](http://www.fintechrising.net).

Canright Communications  
Content That Connects

 @collincanright

 [www.linkedin.com/in/collincanright/](http://www.linkedin.com/in/collincanright/)

