



**FAO: News Editors**

**20<sup>th</sup> November 2007**

### **IntelliFlo and IFA Portals announce strategic alliance**

IntelliFlo – the UK’s fastest growing provider of front/back-office solutions to financial intermediaries – has sealed an alliance with website providers IFA Portals, allowing IFA firms to seamlessly connect their website with their back office system via the Client Portal functionality within Intelligent Office.

The Intelligent Office Client Portal allows an IFA firm’s clients to log in via the company’s website, where they can see a dashboard summary of their details and portfolio, complete or access their Fact Find and view their Portfolio Report. It enables them to email their adviser directly with queries or questions and obtain quotations and online valuations. The link between IFA Portals and IntelliFlo will mean the IFA can now move to the next level in client servicing while improving efficiency and business management in a very cost effective manner.

Nick Eatock, Chief Executive Officer of IntelliFlo, commented “This alliance will allow IFA firms with a lower technical capability to have a client facing website that is seamlessly linked with the Intelligent Office client portal, without the need for a large capital outlay for this work to be completed. It’s another example of how IntelliFlo works with its partners to deliver the industry leading web-based system Intelligent Office.”

Established over three years ago and with over 200 user-firms, IFA Portals offers compliant, functional, interactive and highly cost-effective websites, which can be edited by the owner once complete. Constantly updated as compliance rules change, the IFA can feel assured that their site is compliant and fully up to date.

Managing Director of IFA Portals, Mark Barry said “The forming of a strategic partnership between IFA Portals and IntelliFlo demonstrates both companies’ desire to bring best-of-breed technology to clients old and new, in an efficient and cost effective way. The combination of both web-based systems means IFAs will have access to a completely online business tool that will greatly increase efficiency and profitability.”

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**Issued on behalf of IntelliFlo by Quill Communications.**

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**Editor's notes**

**IntelliFlo Limited** ([www.intelliflo.com](http://www.intelliflo.com)) has been providing Information Technology services to financial services companies, both large and small since its formation in 2004. Its team of dedicated IT and business professionals have expertise across many different markets and technologies, with proven experience delivering effective solutions to a wide range of business needs. In the last year alone IntelliFlo has made over 1,100 major enhancements to Intelligent Office and continues to deliver further improvements at a rapid rate. Intelligent Office is the fastest growing solution in the marketplace.

**IFA Portals Ltd** ([www.ifaportals.co.uk](http://www.ifaportals.co.uk)) has provided website solutions to Independent Financial Advisers and Mortgage Intermediaries since 2004. Their expertise in delivering low cost, compliant, interactive and maintainable solutions is second-to-none. IFA Portals currently has panel or preferred supplier status with several network providers including Threesixty and Pink Home Loans.