



FAO: News Editors

28th November 2007

PARK ROW ASSOCIATES SWITCH TO INTELLIFLO

Park Row Associates, one of the UK's largest independent financial advice firms, has chosen Intelligent Office, IntelliFlo's market-leading front to back office technology, for its advisers across the UK. This will replace Park Row's incumbent solution.

The only totally web-based solution in the market, Intelligent Office will be implemented across the organisation and, as a fully scalable, forward-thinking technology, perfectly places Park Row for smooth and efficient future growth.

Carey Shakespeare, Park Row's Sales and Marketing Director, commented about the company's decision, "As a business we are constantly reviewing every element of the support we provide to our advisers. Technology is one of the key components of that support. Having reviewed the market, we have chosen Intelligent Office as we believe it will provide the company and our advisers with a solid platform for our future success."

Intelligent Office offers a comprehensive range of front and back office features to its users, including full fact find; research tools; suitability letters; client management; workflow visualisation; compliance; risk-based file checking; automated reconciliation, commissions and payment. Dashboards provide summaries of work in progress and quick navigation across the system keep Intelligent Office's organisational power at its users' fingertips at all times.

Joining Intelligent Office's existing 4,600 users will be over 300 Park Row independent financial advisers (IFAs) from over 25 locations across the UK. This will provide Park Row with the ideal platform to grow further.

The scalability of Intelligent Office is not its only future-proof feature. Being entirely online, updates can be rolled out continuously; regulatory changes can be integrated within weeks not months or years; and since there is only one live version of the system at any time, it is always fully supported. With data stored online, risks to customer security are also dramatically cut.

Nick Eatock, Chief Executive Officer of IntelliFlo said, "We are absolutely delighted to be working with Park Row and welcome their decision to replace their previous system with our rapidly evolving product, Intelligent Office. This will allow Park Row to realise business efficiencies and facilitate an integrated model encompassing both advisers and other staff".

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Issued on behalf of IntelliFlo by Quill Communications.

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Editor's notes

IntelliFlo Limited (www.intelliflo.com)

IntelliFlo 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.

Park Row Associates (www.parkrow.co.uk)

Established in 1998, the Park Row Group companies provide financial solutions and financial planning advice to corporate and individual clients from locations across the UK. The Group has a multi-distribution strategy covering the whole spectrum of financial planning and customer needs.

Park Row, A Royal Liver Company, consists of the following:

- Park Row Associates – the Group's core independent financial and mortgage advice business.
- Park Row Corporate & Private Clients (PRC&PC is part of Park Row Associates) – specialises in the high-net worth and corporate markets.
- AdviceOnline (www.adviceonline.co.uk) – one of the first independent adviser sites.