



To: News Editors

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**INTELLIFLO ANNOUNCES FURTHER IMPROVEMENTS IN INTEGRATED
VALUATIONS SERVICES FOR ADVISERS**

IntelliFlo announces the latest improvement to its award-winning front and back office software. IntelliFlo has improved the quality and efficiency of Contract Enquiry requests which will enable automatic removal of failed requests from subsequent scheduled valuations. This new functionality will not only remove the failed requests but then report them back to users using IntelliFlo's comprehensive Electronic Valuation Success report. As part of this report, IntelliFlo will display the provider error message received so that the adviser/firm in question can take any necessary action to resolve the failed request.

This will improve the automation of the adviser's business as well as freeing up their time to better serve their client's needs.

This major step is part of an ongoing process in which IntelliFlo has been responding to its client group feedback in identifying ways in which it can provide the best service for its growing client base.

Friends Provident, a long-standing partner of IntelliFlo, welcomes the time-saving and efficiency measures that each new functionality update brings. Steve Young, [eBusiness](#) Manager at Friends Provident, commented, "The key to increasing the adoption of online services is to make them as responsive and effective as possible. As the use of Contract Enquiry services has grown so have the number of cases that fail because of incorrect data being submitted. It's great to see IntelliFlo leading the way by ensuring errors are highlighted and reported back to advisers. This will significantly improve awareness and the overall experience for distributors, ensuring that they can get the most out of automated business processes."

Nick Eatock, Chief Executive Officer at IntelliFlo said, "As the most comprehensive web-based front-, middle- and back-office solution in the market, we are continually enhancing our software and Intelligent Office has seen over 1,000 updates in the past year. Intelligent Office is fully scalable and we are able to support any size of organisation from a one-man band to a multi-national company. We are delighted to be working with brand-name providers such as Friends Provident and strive to offer one of the best and most efficient web based services available."

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Issued on behalf of IntelliFlo by Quill PR.

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Editor's notes

IntelliFlo (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 1,000 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 with over 5,600 users..

IntelliFlo won the "Best Technology Software Provider" award in the Professional Adviser Awards 2007 and the "Most Enterprising Company' Award" in the Annual UK Business Achievement Awards 2008.

Friends Provident (www.friendsprovident.com), is a UK-listed life and pensions company, originally founded in 1832 to alleviate the hardship of Quaker families facing misfortune. Friends Provident's strategy today is to operate in markets where it can deploy its award-winning strengths in technology and service to gain competitive advantage.

Since its demutualisation in 2001, the Company has developed strong offerings in pensions and protection to complement its historic With Profits business, and now prioritises international growth.

Friends Provident is fully committed to the principles of the Financial Services Authority initiative 'Treating Customers Fairly'.

Friends Provident distributes its products through intermediaries in the UK and around the world. Its key business lines in the UK are protection and corporate pensions.

Friends Provident International develops competitive savings, investment and pensions products for a broad and diverse range of markets including Hong Kong, the United Arab Emirates and Germany.