



To: News Editors

Thursday 11th December 2008

**INTELLIFLO PUBLISHES RESPONSE PAPER FOR ADVISERS FOLLOWING
FSA RDR FEEDBACK STATEMENT**

Award-winning front and back office solution firm IntelliFlo, has published a comprehensive White Paper in response to the Retail Distribution Review (RDR) feedback statement from the FSA in November. As well as providing the background to RDR, including key outcomes of the review, the response paper covers areas such as the latest position of the FSA and potential impacts for advisers. The paper goes on to look at the FSAs criteria on how an IFA should operate to comply with the 'Principles' based approach and IntelliFlo's explanation of potential amendments and how providers can most effectively use technology to adapt to the proposed changes.

Intelligent Office, IntelliFlo's front and back office software, will support the requirements of RDR and existing customers are already seeing the benefits. Simon Breakspear of Derbyshire IFS explains, "Our advisers are already transitioning to a culture of advice and are supported in doing so via the infrastructure we provide. They have access to electronic fact finds via our use of IntelliFlo's Intelligent Office solution and the use of Attitude to Risk questionnaires and portfolio management tools help ensure they can provide best possible levels of advice."

Nick Eatock, IntelliFlo Chief Executive Officer said, "There are still many uncertainties around this review and we strongly believe technology will aid the requirements of RDR. Our paper is designed to help advisers in understanding the somewhat convoluted route that each update seems to take and the effects of this on their businesses. Whilst we acknowledge that RDR will create substantial change to the distribution of financial products, we want to reassure IntelliFlo's clients that our Intelligent Office system will support the way that current and future advice models need to operate. We are also

able to offer customers access to consultancy services, further information and advice on this emerging and complex review.”

To view IntelliFlo’s RDR White Paper, please visit IntelliFlo’s website –

www.intelliflo.com

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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.