

FAO: News Editors



WEST BROMWICH SWITCH TO INTELLIGENT OFFICE

11th February 2007

West Bromwich Building Society have switched to using IntelliFlo's award-winning Intelligent Office system – the only fully web-based front and back office administration solution – for its front and back-office administration needs.

Replacing West Brom's existing system, Intelligent Office offers a wide range of front and back office features including full fact find, research tools, suitability letters, client management, workflow, compliance, risk-based file checking and commissions management. The system also features dashboards that provide a summary of work in progress for each user and facilitate quick navigation to different parts of the system, depending on the task in hand.

Intelligent Office, which already has over 5,000 users, can be fully scaled, from one-person operations right up to major multi-nationals. As it is entirely web-based, updates can be rolled out simultaneously and continuously, making improvements swift, smooth and future-proof. And since there is only one version of the system at any time – the live one – it is always fully supported.

David Johnston, Divisional Director at West Bromwich, said: "The West Brom has a growing Wealth Management business and we need best-of-breed solutions to support ambitious expansion plans. Following a comprehensive review of systems support available we have selected IntelliFlo. This administration system incorporates an attractive package of solutions which are user-friendly and, critically, scaleable for a growing business such as ours."

Nick Eatock, Chief Executive Officer of IntelliFlo added, “We’re delighted to have been selected by The West Brom after their comprehensive review of the marketplace. This adds another Building Society to our client list and demonstrates the flexibility of the Intelligent Office solution to deal with financial advisory companies of all flavours.”

- Ends -

David Johnston,
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Editors’ notes

IntelliFlo (www.intelliflo.com) has been providing Information Technology services to financial services companies large and small – including several banks and building societies – 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.