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SIMPLYBIZ LAUNCHES SIMPLY INTELLIFLO PLUS

Financial support services provider SimplyBiz has partnered with IntelliFlo to launch a front and back office solution to help firms provide enhanced client service and save costs. Powered by IntelliFlo, “Simply IntelliFlo Plus” will be made available through Simply Biz, on a heavily subsidised basis, to the Group’s 5,000 strong membership. Simply IntelliFlo Plus is a fully comprehensive web-based, front and back-office technology solution which will deliver significant time and cost-saving efficiencies. SimplyBiz conducted a full review of the marketplace before selecting the award winning IntelliFlo system as the platform to deliver many of their award winning services and to power its RDR ready solution.

- Simply IntelliFlo Plus will offer firms served by Simply Biz an invaluable time saving solution and allow them to dedicate **more time to client-facing work**.
- Simply IntelliFlo Plus will enable Simply Biz’s membership to use technology **efficiently and cost-effectively**, demonstrating real added value and **professionalism** to their clients.
- Simply IntelliFlo Plus will include all IntelliFlo functionality and enable Simply Biz to further enhance their **Compliance Business and Support for IFAs**.

SimplyBiz Chairman, Ken Davy commented, “We are totally focussed on making it easier for IFAs to serve their clients compliantly and successfully in the post RDR world. The introduction of Simply IntelliFlo Plus is an important step for SimplyBiz. It will give members the opportunity to extend their range of value-added services for clients whilst running their businesses more cost effectively. We continually strive to provide the best possible range of services through technology and I believe that this partnership with IntelliFlo will give the firms we serve the option of cost effective access to the market’s leading front- to back-office facilities.

IntelliFlo Chief Executive, Nick Eatock added, “In the current challenging economic climate and with constant regulatory pressures such as RDR, it is critical that networks and support service providers deliver enhanced services to advisers. The introduction of Simply IntelliFlo Plus will allow SimplyBiz to provide members with a greater range of valuable business services and tools enabling them to run more successful and, ultimately, more profitable businesses. This is a step change away from the older **disconnected network and support service models** of recent years.” Simply Biz have quite simply made the best choice for the firms they represent and the combination of an award winning back office system and an award winning service company provides an outstandingly attractive proposition for IFAs.

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Editor's notes

SimplyBiz (www.simplybiz.co.uk) Launched in 2002, the SimplyBiz Group provide compliance and business support services to some 2,000 financial services firms and 5,000 individual advisers nationwide. Simply Biz is committed to delivering exceptional and relevant services for all IFAs, from the smaller practice through to the largest. The Simply Biz 2009 offering is stronger than ever with numerous enhancements including the PLUS package for larger or more complex practices. Since launch Simply Biz has continuously won various accolades and awards and was voted "Best IFA Network/Support Services Provider" by Professional Adviser in both 2008 and 2009.

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 6,000 users.

IntelliFlo won the "Best Technology Software Provider" award in the Professional Adviser Awards 2007 and was Highly Commended in 2009. IntelliFlo also won the "Most Enterprising Company' Award" in the Annual UK Business Achievement Awards 2008.