



## INTELLIFLO APPOINTS NON-EXECUTIVE DIRECTOR

22 November 2005

IntelliFlo, provider of leading-edge technology solutions for financial services intermediaries, has appointed Clifford Smith to the role of non-executive director.

Clifford Smith has been involved in the planning and delivery of computer-related products and services to the financial world for over twenty-five years. A former director with Computer Associates he has an impressive record of supplying technical solutions to a wide range of companies including Friends Provident and Norwich Union. Smith founded Millennia III, a computer services organization, in 1996. As Managing Director he was directly responsible for winning and executing major contracts with the Halifax and Griffin Factors (part of HSBC).

Nick Eatock, Chief Executive Officer of IntelliFlo, commented: "Clifford Smith is a highly knowledgeable and progressive IT services professional with a record of outstanding achievements in the growth of sales of IT solutions to financial, blue chip and multi-national organisations and we are delighted to have him on the board at IntelliFlo."

Clifford Smith added: "I am impressed by the progress that IntelliFlo has made to date and look forward to working with the team to help achieve their critical business objectives."

IntelliFlo has been providing information technology services to large and small companies in financial services since 1997. Intelligent Office platform is an advanced net-based solution for the whole intermediary market. The system delivers a robust, scaleable and flexible solution for advisers across the financial services sector, from large to small.

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### Editors' notes

**Intelligent Office** is the premier **Net Native** front and back office system for Independent Financial Advisers and Mortgage Brokers. It is a totally Internet based system, so does not require the cost of additional software or hardware to run which makes it unique within the current UK IFA community. It has a proven track record in functionality, scalability and performance with thousands of users accessing the system every day.

**IntelliFlo** has been providing Information Technology services to companies large and small since its formation in 1997. Its team of dedicated IT and business professionals have collective expertise across many different markets and are highly skilled in a whole host of technologies. They have proven experience in delivering effective solutions meeting a wide range of business needs.

In the last year IntelliFlo has made over 2000 amendments to Intelligent Office and continues to deliver large and small enhancements to the product at a rapid rate. Typically enhancements requested by clients are delivered for free within two months.