



**To: News Editors**

**Tuesday, 9 March 2010**

**INTELLIFLO NEW 'NEXT INTELLIGENT OFFICE' TO SUPPORT PRODUCT PROVIDER  
MULTI-CHANNEL STRATEGIES**

At its inaugural Strategy Forum for product providers held recently in London, financial services technology specialist IntelliFlo set out its strategy for supporting multi channel product providers. This follows IntelliFlo's recently announced strategic alliances with both AXA and AEGON in support of their direct distribution channels.

While the IFA sector remains at the heart of IntelliFlo's business, product providers can also benefit from using this same solution for their direct channels. IntelliFlo's Next Intelligent Office (NIO) FS platform can be used to quickly build solutions like extranets, multi-channel distribution and orphan client solutions. Organisations can benefit from all of the functionality traditionally available within the Next Intelligent Office solution, but are now able to configure their own processes and activities into comprehensive business workflows.

Commenting on the launch of the NIO FS platform, IntelliFlo's Chief Executive Nick Eatock stated: "The configuration options, coupled with the service interface, make NIO a truly capable multi-channel distribution solution and we look forward to working with IFAs and product providers alike to streamline their distribution processes".

At the forum, IntelliFlo's Sales Director, Jamie Coats highlighted the scope of IntelliFlo's support to the IFA market, revealing statistics showing that Next Intelligent Office has become a major part of the value advice chain. IntelliFlo now has over 6,500 users from 850 firms which hold details on over 5 million customers, with a total of 15 million policies between them. IntelliFlo is now responsible for 65% of the electronic commissions (EDI) traffic representing £31.8m of commission payments and fees every month. Support for electronic valuations is equally impressive and in January alone, Intelligent Office performed 600,000 valuations from 23 different product providers.

**Issued on behalf of IntelliFlo by Quill PR.**

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**Editor's notes**

IntelliFlo ([www.intelliflo.com](http://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 IFA Software Provider" award in the Professional Adviser Awards 2010 and was Highly Commended in 2009. IntelliFlo also won the "Most Enterprising Company" Award in the Annual UK Business Achievement Awards 2008 and won the "Best Technology Software Provider" award in the Professional Adviser Awards in 2007.