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## IntelliFlo and Focus partner to provide an innovative new technology solution for the distributor market

IntelliFlo, a provider of leading-edge technology solutions for financial services intermediaries and Focus Business Solutions, the e-commerce experts, have established a partnership to create a new integrated technology solution for distributor organisations within the UK financial services market.

The new partnership, announced today, utilises the core strengths from both IntelliFlo and Focus to deliver a complete end-to-end solution for front and back-office adviser processes. The combined system has been described as a “best of breed” approach as users will get the best of both worlds:

- A proven technology on a single platform
- delivering straight through processing for financial planning, mortgages and general insurance
- capable of supporting a mobile workforce as well as the office based adviser
- designed to facilitate ease of integration into existing infrastructure, protecting existing investment
- modular in approach, enabling adviser firms to tailor their package to their requirements

The new solution seamlessly combines Focus’ front end solution, MCA (Multi-Channel Advice) with IntelliFlo’s back office solution, ‘Intelligent Office’, providing a fully automated sales process from initial customer contact all the way through to policy servicing. The partnership enables a number of traditional back office functions such as automated compliance, pipeline tracking and automated commissions to be brought to the front-office therefore empowering the adviser. The new joint offering is targeted at Building

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Societies, Multi-tie organisations, Corporate Intermediary Networks and Bancassurers.

Nick Eatock, Chief Executive Officer, IntelliFlo comments

*"We are delighted to be working with Focus Business Solutions to develop our joint proposition. Our new partnership combines the industry expertise and technical skill of our two organisations to provide the financial services market with a new innovative technology solution that will deliver significant ebusiness benefits and is flexible enough to suit both existing and future distribution models. It just makes sense that we should be working together in a number of areas to help facilitate e-trading."*

Mark Loosmore, Business Development Director, Focus Business Solutions adds;

*"As the distribution structure of the financial services market becomes more complex, the need for distributors to create an efficient sales process becomes even more key to the success of the business. Our new partnership is great news for Focus and IntelliFlo which enhances both parties proposition to existing and potential new customers. We have a particularly good technology fit and it's what our customers have increasingly been asking for."*

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## Notes to editors:

### About Focus Business Solutions

Focus is a leading provider of customer management solutions for the financial services industry. Focus' MCA (Multi-Channel Advice) approach, powered by goal: technology, delivers the life, pensions, mortgage and general insurance markets with a single solution to enable effective electronic trading across multiple distribution channels, online or offline, achieving straight through electronic trading at a much reduced cost to the financial services industry.

Focus has a blue chip customer base of financial services organisations including Abbey for Intermediaries, Assurant Solutions, Barclays Bank PLC, Capital Home Loans Ltd, Future Morgages, Home of Choice, Mortgages plc, Norwich Union, Paymentsshield, Prudential, Scottish Equitable, Scottish Widows, Skandia UK Group, Standard Life, West Bromwich Building Society, Winterthur and Zurich, as well as industry portals, including Assureweb, The Exchange, IFAengine, Trigold and Weblines.

For further information on Focus, please visit [www.focus-solutions.co.uk](http://www.focus-solutions.co.uk).

### About IntelliFlo

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 1100 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.

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