



To: News Editors

Friday, 5 February 2010

INTELLIFLO ANNOUNCES JOINT INITIATIVE WITH REDLAND BUSINESS

The professional standards demanded by the RDR are extremely challenging to IFAs – especially so as many have seen their workload soar in light of new administrative processes and compliance burdens. To manage this time effectively, careful and considered planning is needed to ensure that all adviser qualifications are achieved in time for the strict 2012 deadline. All organisations - large and small - need to be sure that they have dedicated adequate time, effort and resource to this, with built-in contingency for exam retakes. Failing to do so will mean that they are unable to advise and so effectively unable to earn.

IntelliFlo is delighted to announce a joint initiative with Training and Competence (T&C) specialist Redland Business solutions to enable their clients to meet these new standards. Redland provide a market leading T&C system known as **insight**. The **insight** solution is already in use by a number of major distributors in the market including Honister and Openwork and IntelliFlo believe that the demands of the RDR will drive further adoption of this system.

insight is an innovative T&C system that brings together a number of key functional need areas into a single solution. It helps create, monitor and drive learning and development plans, manages training resources, administers online testing (based on either preset questions or bespoke material), monitors the risk profile of the business and advisers, and manages the complaints procedures within the business. **insight** is available with a number of modules that can be purchased as individual products, or as a combined solution, thus allowing firms to start with a testing system and then build up to a full comprehensive training and competence solution.

In doing this **insight** not only improves the efficiency of an organisation, but also provides a consistent approach to the management of T&C across disciplines. In addition, it provides an auditable process, demonstrating to the employees, management and the FSA that fair and compliant processes are in place to serve and protect their needs. This evidencing of

improved competence is a central tenet of the FSA's objective that clients and the general public can be more confident that the industry is on a par with other professions.

The business benefits of using **insight** T&C include:

- Helping develop advisers to meet the increasing professional standards demanded now and in the future;
- Helping advisers to monitor and adhere to their development goals;
- Maximising the potential of the advisers;
- Increasing the potential span of control for the supervisors;
- Keeping a consistent approach to training and competence across all advisers and all supervisors;
- Keeping an audit trail of the training and competence plans;
- Demonstrating to the FSA (and the new Professional Standards bodies) the seriousness that the organisation is placing on Training & Competence.

Issued on behalf of IntelliFlo by Quill PR.

For further information please contact:

Nick Eatock, IntelliFlo

020 8481 1110 / nick.eatock@intelliflo.com

Joel Turland, Redland Business solutions

01527 871 938 / joel.turland@redland-solutions.co.uk

Editor's notes

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 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.

Redland Business Solutions (www.redland-solutions.co.uk) is a provider of specialised consultancy and IT solutions to the financial services and insurance industries. Redland's market leading business solutions are built on their core technology "insight". The platform has been successfully used to develop a leading edge Training & Competence (T&C) system along with an online testing capability.

Redland were formed in 2000 and have worked with some of the largest companies in the Financial services industry including Openwork, Nationwide, Fortis Bank, Honister Capital, Norwich and Peterborough and Lincoln National. With these customers, they have established an excellent reputation for delivery and good value solutions.