



Case Study: threesixty

threesixty
fresh challenges - contemporary solutions

Better
Business
through
technology

threesixty is the fastest growing quality support provider in the Financial Advisory market with 350 member firms. Founded and run by acknowledged and successful industry experts, threesixty was formed with the purpose of providing the highest quality of service at the most affordable price.

Phil Young, Partner at threesixty, said; *"Our members cover a wide range of intermediaries. We have always looked to ensure that we deliver high quality at the right price – something often lacking in this marketplace."*

"Having been involved in some shape or form with most of the front- and back-office solutions in the marketplace, I've been delighted to work with IntelliFlo", Phil added. One of the real and tangible costs that advisory firms face is that of commission reconciliation. Now, with the recent FSA COB regulations, performing full and accurate commission reconciliation is a must-have rather than a nice-to-have.

"Our view", commented Phil, *"is that whilst other networks and support services do sometimes offer commission reconciliation this is only ever half the job. In addition it tends to be expensive, error-prone and cause lots of complications. Intelligent Office, on the other hand, gives our members automated commission reconciliation with none of the headaches. This really helps our advisory firms concentrate on what they should be doing rather than increasing their administrative burden."*

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Phil Young, Partner at
threesixty, says:

"Because Intelligent Office is entirely web-based it means that we have been able to dramatically reduce the amount of time spent travelling which allows us to offer a much higher quality of service at a more sensible cost compared with our competitors."

threesixty's view on compliance is that by placing an emphasis on the sales process up front they can assist firms in managing their own risk. Intelligent Office affords threesixty the opportunity to add in their own compliance checks and rules into the advice and sales process without having to make changes to the IFA's day-to-day working practices.

Phil Young said: *"Intelligent Office has allowed us to reduce compliance file audits from a three day activity to just a single day. This has allowed us to provide an outsourced compliance service without disrupting the advisers themselves. We achieve this through Intelligent Office using a combination of functionality areas. Firstly, all tasks and compliance checks are managed through the new business workflows so we know that the relevant activities have been carried out. Secondly, Intelligent Office allows all relevant compliant information to be stored against the advice records. This has allowed us to focus more on the qualitative rather than the quantitative side of compliance. We now provide a fully outsourced compliance service to our members."*

threesixty has also introduced efficiencies through the pre-population of suitability letters which can be fully audited and controlled centrally.

For a number of member firms, threesixty has also utilised Intelligent Office's unique Data Import service to bring on firms who have little client data already. Threesixty can provide a service to obtain the relevant information from the providers themselves and then use IntelliFlo to translate that data into Intelligent Office.

Phil concludes, *"For many IFAs, Intelligent Office undoubtedly represents the best product in the marketplace. We are confident that, in combination with our other quality services and staff, it will allow us to continue to successfully grow our membership over the next 18 months."*

Can we help you? T: 0845 230 3700