



To: News Editors

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INTELLIFLO INTEGRATES WITH ASCENTRIC

Leading provider of web-based front, middle and back office solutions, IntelliFlo, today announces the launch of its integration with independent wrap platform Ascentric. This service is added to the existing list of 24 providers that Intelligent Office supports.

The integration with Ascentric further expands the benefits for users in obtaining valuations electronically for their clients' plans, saving both time and money in gathering this data. The information returned from Ascentric can then be used to analyse a client's existing portfolio as part of their Portfolio Report (stock overlap analysis) and can be used as part of a Financial Planning session.

As with all offerings, security is a prime focus and this service requires an additional username and password from Ascentric, which can be easily entered into the automation area of IntelliFlo's Intelligent Office, where all other integrations with providers for electronic valuations are managed.

Nick Eatock, IntelliFlo's Chief Executive Officer, commented:

"We are very excited to have undertaken this integration with Ascentric's excellent bulk valuation service which will assist our users in servicing their clients more efficiently and highlights our ongoing plan to provide best-in-class functionality to our customers in the most accessible way possible."

Richard Goodall, Sales and Marketing Director at Ascentric added, “IntelliFlo has been a proven IT provider for a number of years and integrating their solutions with our own services will bring even further enhancements to advisers using the Ascentric platform, ultimately benefiting their clients. It also keeps us firmly at the leading edge of technological developments in the platform space.”

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Issued on behalf of IntelliFlo by Quill PR.

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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 7,500 users.

IntelliFlo won the “Best Tech\Software Provider” award at the 2011 Professional Adviser Awards and “Best IFA Software Provider” award in the Professional Adviser Awards 2010. They were 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.

Ascentric and **Fundsdirect** are the trading names of Investment Funds Direct Limited (IFDL). Investment Funds Direct Limited was founded in 1982, and Fundsdirect launched as the UK’s first online fund supermarket in December 1999. Since that time, the company has built on their reputation as a leading UK fund supermarket to provide Independent Financial Advisers (IFAs) with a Wrap service under the brand name of Ascentric.

Ascentric is a whole of market Wrap service, available exclusively to IFAs and offers a fully integrated online investment management and dealing platform. It also enables IFAs to transfer their clients' assets onto a single platform to provide them with the ability to manage their client's financial needs in just one place. This is obviously a considerable enhancement to the existing, time-consuming practice of IFAs introducing their clients to a number of different product providers.

In October 2007, a majority holding of Investment Funds Direct Group Limited was acquired by Royal London Group.

For further information about Ascentric and Fundsdirect, please visit either www.ascentric.co.uk or www.fundsdirect.co.uk