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eValue and Intelliflo announce strategic partnership to integrate Advisa Centa analysis, forecasting and planning solutions into Intelligent Office

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eValue and Intelliflo are delighted to announce an integration which will enable advisers and firms using Intelliflo's Intelligent Office to have access to eValue's Advisa Centa which supports every aspect of the advisory process through its powerful suite of analysis, forecasting and planning solutions. The solutions cover risk profiling, cash flow analysis, protection, investment and retirement planning as well as the ability to build portfolios and risk rate funds through access to eValue's unique Portfolio Analyser. This solution supports fund portfolios both on and off platforms to maximise returns for selected risk profiles over their desired investment term.

"Portfolio Analyser gives advisers a powerful way of demonstrating significant value to their clients. As well as analysing product and fund charges including potential tax liabilities, it automatically maximises diversification benefits to achieve a better return on client portfolios, thereby creating an on-going service opportunity for the adviser community" says Bruce Moss, eValue's Strategy Director.

Dave Chessell, Commercial Director at Intelliflo commented, "Our clients will also benefit greatly from a fully joined up process that reuses data between Intelliflo's Intelligent Office and eValue's Advisa Centa. We have seen an increasing demand for financial planning tools and, after researching the market, it was clear Advisa Centa was the best solution out there. Portfolio Analyser's ground-breaking optimisation functionality, ensures that any combination of funds, new or existing, is selected to give the best possible return for the client's selected risk profile."

ENDS

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Note to editors:

About eValue

eValue www.evalueis.com provides market leading financial planning tools that enable advisers and consumers to understand the potential risk and return from different investment choices. Our tools and solutions are designed on a single piece of software. This means that they can be used either as a standalone or an integrated as part of a multi-channel offering to enhance the consumer/adviser experience. Over 80 per cent of all UK financial services institutions and more than half of the adviser market have access to eValue's solutions. Our heritage originates from Towers Watson, a leading global risk management and HR consulting group. The business now operates as an associate company of FE (Financial Express Holdings).

Advisa Centa www.advisacent.com is a subsidiary of eValue and comprises a powerful suite of easy-to-use and intuitive tools designed to support the financial advisory process, from engaging consumers on the need for advice to analysing individual portfolios and products with a view to enabling full optimisation of existing assets. Regular upgrading of tools on the basis of emerging trends and customer feedback means that they are continually refreshed. Through its highly configurable offering, Advisa Centa also enables advisers to quantify and demonstrate their added value to clients.

About Intelliflo

Intelliflo (www.intelliflo.com) has been providing information technology services to financial services companies since its formation in 2004. Its leading cloud-based business management software, Intelligent Office, helps financial businesses large and small to improve efficiency and increase profits. Intelligent Office supports over 1,100 firms and 9,000 users with assets under administration of £139 billion (as at 31 October 2013).

In July 2013 HgCapital, a leading European private equity investor in B2B technology companies, became a majority shareholder in Intelliflo Ltd. HgCapital has a wealth of expertise in developing cloud-based software businesses and is committed to supporting the next phase of Intelliflo's growth.

Intelliflo has won the Professional Adviser 'Best Technology/Software Provider' award, voted for by Financial Advisers, every year since 2010.