

Press release

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Finally a real 360 back office software tool for IFA's in UK.

Addidi, a newly established Independent Financial Adviser company based in London has selected FinanceCube to provide them with back office solution for their new business. Addidi offer women tailor made financial advice and a range of personal services. "We are very please to be a part of such an innovative strategy in the UK market", Lasse Meholm, managing director of FinanceCube said.

After previously using 1.st software and testing Intelliflo software, Addidi selected FinanceCube for the new business. "It is good to work with a software company that is flexible and skilled to provide us with the bespoke technology and support we need", Anna Sofat, managing director of the new business said. "FinanceCube integrate perfectly with our strategically internet strategy, and synchronize with our other customer support systems".

Addidi uses FinanceCube valuation, portfolio, CRM and commission tracking systems. WEB based both employees and their customer log on via the web. Customer can have a look at almost everything the advisors do, **a complete 360 view**. Adviser and their clients can share documents, calendar and tasks.

"As far as I know this is the first 360 software solution in UK", Mr. Lasse Meholm, managing director of FinanceCube told us. "We have a very strong position in Scandinavia and customers in 10 countries in Europe, but so far little focus on the UK market. We are teaming up for the UK market, including new functionality for the TCF initiatives", Lasse Meholm said.

FinanceCube links up with Co Fund's, Friend Provident, Skandia and a number of other providers in the UK Market.

