

MoneyMarketing

FinanceCube offering web solution for Money Marketing

FinanceCube has introduced an online portfolio management service in the UK that it says will shield advisers' business from the growing threat of the internet.

Former Quay Software head of marketing Philip Calvert has been appointed as sales director to lead the launch, which incorporates a web-based software platform using Microsoft .net technology.

The platform will be multi-currency and multi-language and will allow total transparency between adviser and client, with both able to access the fact-find, portfolio, policies, valuation and insurance coverage.

The pay-as-you-go basis allows advisers to offer different charging structures depending on the client's needs. Advisers can white-label the software to display their own firm's branding.

Calvert says: "FinanceCube is the most exciting technology development for IFAs in a long time. Quite apart from the platform itself, there is very real demand from IFAs for the high quality technology training and development which we intend to provide."

"It is simply not an option for advisers to ignore the potential of the internet."

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