

FinanceCube releases pay-as-you-go platform

By Kate Saines

A PAY-as-you-go web platform has been released which enables both IFAs and clients to access fact-find information, portfolios, policies and valuations.

FinanceCube is promoting its portfolio management service, just being launched in the UK, as the first multi-currency and

multi-language IFA technology platform. It allows IFAs to customise the software to their business thanks to a white labelled home page.

Meanwhile, investors can also generate reports and graphics which can be transferred on to Excel spreadsheets.

To coincide with the launch, the firm has appointed former Quay Software marketing boss

Philip Calvert as sales director to spearhead the promotion.

It is also offering public and private training for IFAs on using its technology and how to use the internet to expand services and raise their profile.

Lasse Meholm, CEO of FinanceCube said the platform's ability to translate into various languages and currencies meant IFAs could work

with clients wherever they were in the world.

He added: "IFAs need to acknowledge that technology is enabling clients to 'help themselves' to financial advice more than ever before.

"This actually gives IFAs a great opportunity to offer differentiated charging structures, depending on how much help a client wants."

