

INTRODUCING...



CENTRA

One System • Your Advice

from The SimplyBiz Group
Powered by Defaqto Engage
Designed by You

At the beginning of this month, we launched Centra, our end-to-end financial planning system. Adviser Today spoke to **Dan Russell, Managing Director of SimplyBiz Investment Services**, to find out more about how the Group came up with the concept – and delivered the reality – of Centra.

Centra: The Headlines

What components does Centra include?:

- Powerful financial planning tools
- Integrated product research
- Automated suitability report writing changes to
- A complete, readymade CIP, or an advisers' own CIP built into the system
- Backed by an expert, independent investment committee

What are the biggest benefits for advisers who use Centra?:

- Time saved
- More time to focus on delivering even better outcomes to more customers
- Increased profitability

The most important aspect of Centra for us, is that it was designed and created based on the feedback of advisers. As you're aware, the Group constantly consults with the firms who use our services, and your input is absolutely vital in helping us plan our objectives and deliverables for the months and years ahead.

Our focus is primarily on our investment propositions for advisers. We kept hearing variations on some very similar themes when it came to the support you needed, or the problems you were having, with your investment advice process, which were:

- How can you help me be more efficient?
- How can you help me save time?
- Can I have more support in the way I make suitable investment recommendations?
- Can I have more support in the way I make suitable investment recommendations?
- Why do I have to log-in to so many different systems?!

As always, we have taken your feedback on board and set out to create a solution that addressed the concerns that we heard so commonly from advisers working in the world of investments. For the past eighteen months we've been consulting with advisers and utilising the knowledge and experience of both The SimplyBiz Group's internal team and market leading third parties. As a result, at the beginning of this year we introduced Centra, and are currently in the process of rolling it out to all Group Members and Clients.

Introducing Centra...

Centra is a single system, designed to power the advice process of all of our many and varied Members. It is, therefore, very flexible in design, for example offering a complete, ready-made CIP backed by an independent investment committee, or the ability to help firms design, document and implement their own CIP. Importantly, each stage of Centra produces results which are entirely independent and unbiased. The system was built to support unbiased, fully independent advice. And, of course, a dedicated support team is only ever a click or a call away.

Crucially, the entire breadth of functionality available through Centra – from know your client information, through to risk, goals based planning, research, suitability and client management is accessed through just one login; there is no other system that offers this breadth of support for every stage of the investment advice process through a single system.

In development of Centra, The SimplyBiz Group has collaborated with Defaqto and Intelliflo (you can read more about this on page 24), and has components within the solution that have been developed by Oxford Risk, Finametrica, Morningstar and Moody's. Our team has brought sixteen years of experience and expertise to the development of Centra, in addition to our consultation with the investment committee, these third party partners – who we consider to be the best in the market – and, of course, an ongoing dialogue with you, the advisers who use our services. Together, we have created a truly exceptional solution in Centra and we are very excited to be able to offer unlimited licences to Member Firms, at no additional cost.

What are advisers asking about Centra?

In the lead up to launch, over 1300 advisers saw a demo of the Centra system, and we found some questions were coming up quite often. We've tackled the most frequently asked queries below:

Can Centra link financial planning with investment research?

In a nutshell, yes. Centra will enable you to create and review goal-based planning, cashflow modelling and risk profiling (with a choice of different questionnaires available to suit your firm's process). You can then jump straight into researching the perfect product, platform and fund (including model portfolios and DFMs) all under one roof. The live, three-way integration within the research tool also ensures that you will only ever end up with an executable outcome. No more having to log into three different systems or remembering three sets of log in details!

At the moment, I have to edit a word document template for every suitability report I have to produce – is there a quicker way?

We appreciate that editing a template document and manually inputting client details each and every time is a rather 1990s' solution to a 21st Century problem. We knew it would be much more efficient to have a system that utilises: a fact find, risk profiling, goal-based planning and investment research, and then generates a full suitability report from all of this – so we made one. Centra is designed by experts from The SimplyBiz Group and incorporating core aspects of our compliance ethos, such as the enhanced suitability questions.

How will the integration with Simply Intelliflo Plus work – do I have to manually export a file every time?

Rather than having to create and export a file and manually import it each and every time, the link with Simply Intelliflo Plus is seamless – as soon as you add a client, or their existing plan, or even just a valuation, it will automatically be added to Centra for you.

What are advisers saying about Centra?

'A major improvement on current 'manual' systems that are available – going to save an inordinate amount of 'administration time' whilst providing savings on software costs'

Ian Patrick, Ink Financial Management Ltd

'The CIP option is really useful and a valuable asset to our business. Using so many different systems at the moment is so disjointed, having an end to end, complete process all under one solutions is going to save a lot of time'

Fiona McLean, Fair Financial

'Flexibility, streamlined process, everything in one place (with one login), a centralised suitability report facility - all automated - this is literally the next level system.'

Del-Ryan Rafter, James Ryan Thornhill Ltd



To find out more, please visit the Centra site through www.simplybiz.co.uk or contact our dedicated Centra team on 0808 124000.



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Welcome to the future of financial advice



PLANNING TOOLS

Powerful financial planning at your fingertips, with all processes designed and approved by The SimplyBiz Group's compliance experts.



INTEGRATED RESEARCH

Three way integrated fund, tax wrapper and product research.



CLIENT REPORTS

Planning and research leads to integrated suitability report creation.



CENTRALISED INVESTMENT PROCESS

A complete CIP designed and delivered by The SimplyBiz Group, or your own CIP, designed and built for you by our experts, all built into the integrated planning, research and suitability tools.



INVESTMENT COMMITTEE

The complete centralised investment process is backed by an expert, independent investment committee working for you.



SERVICE AND SUPPORT

A dedicated, passionate team at your disposal to help you implement Centra within your business.



For more information, please visit the Member or Client website, or call **0808 124 0000** to speak to a member of the SimplyBiz Investment Services team. We will also be showcasing Centra at our Learning and Development Events - see page 54 for details.