

AT8 InfoBlog – Focus Business Solutions

Company Overview

Focus has been providing Point of Sale (POS) solutions since 1995. Typically, these have been bespoke, but built on a set of pre-existing 're-usable components'. However, more recently they have been developing a more packaged approach named focus:360° which is a multi-channel ecommerce solution aimed at both providers and distributors and intended to cover front, middle and back office functions.

Focus is a 'listed' company, quoted on the AIM market, and has a turnover of £9.6 million for the financial year ending March 2009 with a profit of £1.78 million after exceptional costs. Focus currently employs just over 80 staff, based at Leamington Spa in the Midlands.

Product Overview

Focus' headline product is their new package called focus:360° and is planned to be delivered in 3 modes:

- A packaged solution sold via distributors
- A customised version
- A bespoke version for large customers such as HSBC; based on the core components

The variants of focus:360° will be offered in across different sectors of the industry branded as: focus:360° Life & Pension distribution, focus:360° Mortgage distribution, focus:360° Life & Pension distribution, focus:360° Mortgage distribution, focus:360° Wealth, focus:360° Life & Pension extranet, focus:360° Mortgage extranet, focus:360° Guided Sales.

In effect the sales pitch for focus:360° is very much based on the vision of a 'whole office solution' on a single platform with a proven track record of enterprise scale deliveries. At the core of their strategy is the flexibility and speed to market provided by using their forms solution focus:capture and their new process controller, focus:process.

The solution has been built to run online and to support an offline sales process that is intended to provide the best of both worlds to advisers.

Solution Strengths

Ease of change due to toolkit approach.

Strong delivery background, including large corporate projects.

Vision is to provide a 'Whole of Office' solution from a single platform with a single database.

Support for online and offline modes of working.

Single platform that can be flexed to support different distribution channels

Key Clients

Major distributor clients include:

- HSBC
- Barclays
- Tenet
- AWD
- Bank of Ireland

Major insurance Provider clients include:

- AEGON
- Prudential

Solution 'Sweet Spots'

Large corporate clients that need customisation.

Multi channel replacement projects.

Solutions that need a RAD style approach for quick delivery.

Clients looking to move to a single vendor across all adviser needs including front, middle and back office functionality.

Important Notes

The AT8 InfoBlogs are designed to give a brief précis of the key technology suppliers to the distributors of financial services. They are designed for users to gain a quick background on companies and their solutions prior to starting on a formal IT review or supplier procurement. They contain information that is publicly available combined with an expression of opinion formed from AT8's experience of dealing with the leading companies in the market. We make every effort to ensure the information is accurate at time of publishing the InfoBlog, but due to the dynamic nature of the information, it should be confirmed prior to any formal decision being made.

The InfoBlogs are a basic start point that can help in gaining context when considering your e-commerce needs.. It is likely that further opinion or information about each supplier will be needed prior to short listing or selection and AT8 will be happy to help address individual needs with its wealth of additional information and experience. AT8 also has a clear and fast methodology for procurements that has been proven to save time and money as well as improve the outcome of the decision.

If you would like to discuss this InfoBlog further or would find value in an InfoBlog on a supplier not currently published then please contact us at marketing@at8-group.com or telephone 0121 314 2504.

About AT8 Group

AT8 Group is an innovative consultancy company with knowledge, skill and experience across a broad range of Financial Services and IT related disciplines.

Our experience of working with providers, intermediaries, lenders and IT companies puts us in a strong position of understanding needs and opportunities. Our skills allow us to use our knowledge along with our ability to innovate and proactively to create and implement differentiated business improvement propositions that add tangible value to our financial services' clients and partners. In addition, we supplement our own knowledge with current market data from research agencies such as Datamonitor with whom we have a strong relationship and access to their Financial Services Knowledge Centre.

Specific areas of expertise for AT8 include

- E-Commerce Strategies
- Point of sale and Back-Office solutions, including portals
- Procurement and negotiation
- Sales and Marketing strategies
- Financial services Regulation
- International market analysis

AT8 can support and add value to the full lifecycle of a project from the initial idea generation to operating the project and eventually reviewing and renewing the project.



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