

# AT8 InfoBlog – Profida

## Company Overview

Profida was established in South Africa in the late 1990's. The company is now looking to expand their market reach and in 2009 opened a UK office. Historically, they have operated a thick-client application (offline), but are currently rewriting the application to operate as a web-based (online) solution, which will be sold as a competitor to the likes of other SaaS solutions such as IntelliFlo and True Potential.

While Profida are new to the UK, they have already built UK functionality into the product and have started on the relevant integrations including contract enquiry with Cofunds.

Profida has a team of 10 people based in South Africa with a smaller, dedicated UK technical and support team. As the UK operation gains momentum the dedicated UK team will grow accordingly.

## Solution Overview

Profida has a well designed user interface with a strong focus on usability. It doesn't currently have the functional reach of other applications in the market, but the core pieces of functionality it has appear to be well executed.

They include:

- Client management
- Workflow management
- Factfind
- Needs analysis
- Contract enquiry
- A comprehensive reporting capability
- Outlook integration

The team continue to port functionality, such as commission management, across to the online version which in time will provide a more comprehensive web offering.

Integration with contract enquiry providers for real time portfolio valuations is underway, which will be followed by quote and apply support.

As a new entrant Profida is priced aggressively at £150 for four advisers.

### Solution Strengths

- Good usability
- Covers Mortgage advice and general Financial Planning
- Competitive Price
- Focus on customer service
- True SaaS offering

### Key Clients

- Profida is new to the UK and does not yet have any UK Clients

### Solution 'Sweet Spots'

- Small IFAs
- Small Mortgage brokers
- Those looking for an entry level system at an attractive price point
- Firms that can't afford an IT management overhead so look for a SaaS solution

## 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 to be used to gain a quick background on companies and their solutions prior to starting on any IT review of supplier procurement. They contain information available publicly on the suppliers and opinion formed from AT8's experience in dealing with the leading companies in the market. We make every effort to ensure the information is accurate at time of publishing but the information is dynamic and should be confirmed prior to any formal decision being made using this data.

The InfoBlogs are a start point that can help in short listing or simply ensuring any contact with these suppliers can start from an informed position. If further opinion or information about each supplier is needed AT8 has a wealth of additional information and would be happy to discuss this on a one to one basis. AT8 also has a clear and fast methodology for procurements and would welcome the opportunity to discuss this with clients as well.

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](mailto: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

- Ecommerce 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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