

True Potential launches Version 5 of its IFA software and Version 2 of its iPad application

True Potential, the innovative IFA services provider, is pleased to announce new versions of both its IFA software and iPad applications.

IFA application - Version 5

Built using the latest technologies to ensure maximum compatibility and future proofing, key improvements include:

- Enhanced navigation and quick links
- Innovative ways to interrogate and work with data
- New portfolio reports and ability to fully handle wrap products
- Stability and speed improvements
- New personalisation options

The application also offers advisers True Potential further innovative ways of working which have not been seen on the web, including screen splitting, quick searches and the ability to navigate to favourites in one click.

Daniel Harrison, senior partner at True Potential, said: "The launch of Version 5 represents a great leap forward for us. We've always felt that our software has been ahead of others in the industry, but Version 5 has given us a further opportunity to redefine what advisers can do to run their business in an efficient and compliant manner whilst servicing their clients in a way that differentiates themselves from their peers."

The new version went live at the beginning of November.

iPad application - Version 2

True Potential has further developed their iPad application with the launch of V2.

As the only financial services firm in the industry to have developed an application specifically for the iPad, True Potential has progressed their ideas further with a new version that now includes:

- Asset allocation toolkit and research engine
- Risk profile tools
- Full fact-finding ability

True Potential has lead the way with their mobile phone applications that include real time client valuations, secure access to any data which has been stored online such as historic investment performance, fund choices, confidential emails, other financial services products and even non-financial documents such as passports and travel insurance documents, which can all be accessed online from anywhere in the world.

As well as the iPhone and iPad, True Potential offers clients the chance to view their portfolios and historical data from Google Android, Blackberry and Windows Mobile devices. w

The applications can be viewed by both advisers and their clients.

Daniel Harrison, senior partner at True Potential, said: "We are excited to launch our new iPad application to further demonstrate our commitment to stay ahead of the market. In our opinion, advisers need to be able to provide their clients with information in a number of ways and the iPad is the first tool of its kind that allows an adviser to simply service, research and fact find their clients. In a fast changing market it demonstrates our commitment to help our partners move forward by not just being the only firm to offer these tools but constantly upgrading them."

The new application is now available as a free download on the App store.

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Notes to editors

The 651 IFA firms now using True Potential's services represents more than 3,900 IFA RI users, which is currently 15% of all IFAs in the UK. According to the most recent NMG survey commissioned by the FSA there are 25,721 IFAs in the UK. See http://www.fsa.gov.uk/pubs/policy/nmg_rdr.pdf for more information.

About True Potential

Established in March 2007 True Potential is a high specification IFA services provider that offers innovative end to end processes for distributor businesses.

It provides a range of IFA tools, support services and processes that increase productivity and add value. Benefits include an increase in efficiencies, a cut in administrative costs and help ensuring that firms are providing sufficient detail to the regulator's desire.

True Potential leads the way with its client servicing tools. These include unique sites, communication methods and an aggregated live view of all assets. As well as being available on the web, True Potential are the only UK FS firm to offer this on mobile devices including iPhone and iPad.

The company currently has over 651 individual advice firms comprising 3,500 advisers and was the first in the UK market to launch an intermediary application for mobile devices.