

## **Prosperity implements its interactive financial tools at International Financial Services (IFS)**

*Offering clients experience-based differentiation with interactive, customer-oriented tools*

Press Release – 9<sup>th</sup> November 2007, Singapore – Prosperity Financial Services delivers both financial calculators for online visitors and a customized Intranet version of Prosperity's Wealth Manager to International Financial Services.

Both applications are based on Prosperity's leading skills in simulating and depicting graphically and interactively financial goals. The implementation is based on a client-server architecture, with the calculators being offered on IFS's public website, and Prosperity's Wealth Manager deployed on IFS's Intranet.

Online financial calculators deliver a strong added value by enabling online visitors to perform financial goals and needs simulations in an interactive and graphical way. Visitors are keen to know more about personal finance, and clients using online calculators are more likely to change their savings behaviour as well as to open an account with the institution offering such services.

Front-office simulation tools for financial advisors deliver customer-oriented service enhancing the customer experience. The Interaction management technology provided by Prosperity ensures consistent delivery of good customer experience. This solution enables International Financial Services to offer experience-based differentiation on top of meeting the growing demand for transparency.

International Financial Services implemented Prosperity's solution using a client-server architecture to enhance its Intranet platform and to apply a uniform sales process throughout the organisation.

Prosperity is proud and honoured to deliver its financial advisory platform to an international organisation such as International Financial Services. This is the beginning of a long term partnership, and it will enable both organisations to deliver state-of-the-art customer service satisfaction.

## **Prosperity Financial Services – Your Partner in Financial Planning**

Prosperity Financial Services Pte Ltd, headquartered in Singapore, provides productivity tools and interaction management solutions for the wealth management and financial advisory industry.

Prosperity markets a powerful wealth and financial advisory suite of applications that is highly intuitive and graphical, and illustrates instant simulations. Our solutions cater to the whole spectrum of wealth and risk management needs and our wide range of applications are highly customizable to meet individual requirements.

Prosperity's financial knowledge and graphical representation expertise addresses the need for enhanced customer experience, ranging from online lead generation financial calculators to front office interactive solutions for finance sales professionals.

For more information, please visit: [www.prosperity.com.sg](http://www.prosperity.com.sg)

## **International Financial Services – Over 10 Years of Exceptional Service**

International Financial Services has been providing comprehensive wealth management solutions for discerning investors in Asia, and beyond, since 1997. As one of the largest independent financial advisors in Asia, we have built an enviable reputation for our professional and highly personalised advice on every aspect of constructing and managing our client's portfolios.

The company adopts a straightforward approach which is centred on integrity, clear communication and a focus on the long-term financial security of our clients. This is underpinned by our ability to leverage on giving clients access to the broadest possible range of financial products and services.

Our innovative use of technology allows clients to keep in touch of their investments and pride ourselves on being at the forefront of technological advances. As a proactive company we readily advise clients of new opportunities and developments affecting your investments.

Our qualified team of investment professionals is supported by an extensive global network of reputable financial institutions, ensuring the highest standards at all times.

For more information, please visit: [www.interfs.com](http://www.interfs.com)