SENRO NEWS

PROVIDED TO YOU BY EKEEPER GROUP LTD

Welcome to the eKeeper Group

We are pleased to announce that Senro (UK) was acquired by eKeeper Group Ltd on 28th March 2012. Our experienced UK support and development team are committed to the future of the Senro system. This includes an investment to double the development team based in Bristol and providing further resources to enhance the customer support functions.

eKeeper Group Ltd was founded in 2004 and specialises in building and maintaining high quality systems to the financial services industry. To date we have supplied over 500 separate systems to various institutions, ranging from regulated mortgage brokers to the UK division of major international banks, most recently the Bank of China in March this year. We will draw on this experience to provide ongoing enhancements to help our Senro customer base in the dynamic financial marketplace.

We look forward to welcoming you as our valued clients, and any feedback in relation to SENRO or the services we provide are most welcome.

Rick Watkin — Managing Director.
eKeeper Group Ltd

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Welcome to this first edition of SENRO News

The eKeeper Group would like to welcome you to this edition of SENRO News

We will be sending this newsletter out to you on a regular basis to keep you updated on important news, our development strategy, upcoming releases as well as tips and advice on how to make best use of the tools and features available in your system.

We would also like to welcome our clients and provide the opportunity for you to participate. For more information, please contact sarah.king@ekeepergroup.com

Since eKeeper Group Ltd acquired SENRO at the beginning of April 2012, we have already seen vast improvement to the way in which our systems are hosted .

We have been further developing the SENRO system and improving the upgrade process. We will be keeping you up to date with new features and releases very shortly.

Openwork Integration

Due to our large number of joint customers / AR's and SENRO's position as the leading CRM supplier within the Openwork base, Rick Watkin of eKeeper and Paul Bridge of Openwork have agreed to formalise and enhance our close working relationships and extend technical developments and integrations to drive value for all.

Part of this is an agreement to provide initial integration with Openwork Solution (OWS / Galaxy) and a commitment to provide tighter integrations in the future as part of the joint development plans. We will keep you informed of release dates shortly.

We would also like to remind you that we have had integration into OBP for some time and have noticed that some of our customers have not taken advantage of this. Please contact SENRO support if you would like any advice on getting this going for your business.

SENRO
THE FINANCIAL SERVICES ENGINE

Improvements to your hosting environment

We have made significant enhancements to the security and backup procedures that underpin your system delivery, employing our expertise gained from providing hosted solutions for many other UK-based systems.

We are pleased to let you know that the following has now been completed and has been in place on your system for some time.

Additional Backups

We continue to use Rackspace as our main hosted provider. They are a service leader in cloud computing with over 150,000 customers and we have excellent communications with them. In addition to the data security and backups provided by them, we have put in place a further level of backup which maintains a daily copy of all data at a different hosted provider at a different physical location. Not only does this offer a further secure copy of your data, it also offers alternative access to your system in the unlikely event of any outage from Rackspace.

This offers our customers exceptional security for all your data.

Security Audit

As part of our ongoing monitoring we have conducted a security audit. This is a standard procedure over and above the security provided by our hosted system providers and ensures maximum protection for all our systems and associated data. The eKeeper Group provides hosted systems for our CRM systems such as SENRO as well as for our major banking customers.

RDR— developments to help you

With the implementation of RDR fast approaching, and recognising the impact this may have on our clients, the eKeeper Group are pleased to announce a number of features already in place to assist with these new FSA regulations, and introduce some that we are hoping to bring in the near future.

We are sure that you will be well aware of the 6 outcomes that RDR should meet:

1. An industry that engages with consumers in a way that delivers more clarity to them on products and services.

2. A market which allows more consumers to have their needs and wants addressed.

3. Standards of professionalism that inspire consumer confidence and build trust.

4. Remuneration arrangements that allow competitive forces to work in favour of consumers.

5. An industry where firms are sufficiently viable to deliver on their longer term commitments and where they treat their customers fairly.

> "All these changes are coming because we need to put consumers at the heart of what we do." - Linda Woodall Head of investments. FSA

6. A regulatory framework that can support delivery of all of these aspirations and which does not inhibit future innovation where this benefits consumers.

For these purposes, we have been able to put together a list of assisting features available within SENRO to help you and your business to easily adapt to these new regulations.

There are however several uncertainties surrounding the final shape of the regulations. The truth is, the impacts on systems will be fully understood only once the new process are up and running.

Some of the required changes for systems to help with RDR may become fully defined once the new processes are up and running, and so the Senro team will be closely monitoring this area so we can respond in a timely manner.

The eKeeper Group are committed to adapt our systems to meet the requirements of these ever changing requirements.

See current RDR features on next page……

Assisting features available within SENRO

Fee Recording

Within each product case, advisors are able to register a 'new fee record'. This will be able to accomodate a single full payment for a client, or, if the advisor agrees to accept multiple payments over a period of time, these can be registered within the case fees page. You will also have the ability to create an on-going fee expectation.

Reports can be produced to view the outstanding balance against each client and payments made.

Client Segmentation

SENRO has a first class marketing section available in more recent versions of the system which allows customisable reporting on the majority of the data items held within the system.

Using this reporting functionality, a firm or advisor can list all clients with certain characteristics. For example with assets under management of over £20,000 and within 5 years of retirement.

Through filtering, clients can be segmented into groups with similar characteristics which can be reallocated in bulk to an appropriate advisor or rating.

We are currently in the process of re introducing the 'Bulk Change' tool into all of our Version 4.31 systems.

This tool will enable you to change your client records in bulk in terms of the advisor or administrator they are allocated to, their customisable client rating and their status.

This will of course assist in the segmentation of client records to enable you to distinguish between different client types.

SENRO will also allow a user to register a configurable client rating against each client type. This 'Client Rating' can be as simple as Platinum, Gold or Silver clients, or can be far more granular.

Client Service Agreements

SENRO also has a flexible Workflow Diary and a configurable Task Management tool, to set up core processes.

Tasks can be varied by attributes of the client. Different processes can be set up for different client segments. So Platinum clients may be eligible for six-monthly visits, a quarterly updated portfolio report and monthly newsletter; whereas a silver client may only receive an annual visit and an annual

portfolio report.

Transparent Charging

To accommodate the transparency required for client charging, 'Additional Fee Type' is a configurable drop down menu available within 'Label Management' which will accommodate potentially varied fee types such as Transactional Fees or Servicing Fees.

In line with the different advisor charge packages that may be created, it would be essential for the correct advisor to be allocated to each Investment or Pension opportunity to justify the fees being charged to the client and also to ensure that the advice requirements are met. Within SENRO, you are able to register an appropriate advice category and experience rating against your users.

Affordability calculators were also introduced to version 4.31 of SENRO within the Fact Find to assist at the very beginning of every sales process.

**Further feature introduction is planned, and we also welcome your input and requests in particular regarding RDR.
Please email Sarah at
sarah.king@ekeepergroup.com**

Support Enhancements

Changes have been made in the way your SENRO support can be provided with a new, and online support 'chat' and dial in tools.

You can still contact the SENRO support team on 01275 400660 where we will be pleased to welcome your call, but you can also contact us through our live chat tool by going to the following website address **www.senro.co.uk/help**

Should you require assistance, you can chat with our support team by simply selecting one of the support icons in the centre of your screen.

We can also dial into your machine should the need arise by providing you with a 'session code' which is then entered within the right hand screen.

This Month's Q&A Technology Tip

Q: Notes entered within the 'Notes and Activities' screen don't appear to be saving, why is this?

A: You may be using Internet Explorer 9 which has been recently released, and upgrades are now happening automatically.

Should this be the case, problems have been experienced by our clients with the Notes and Activities screen.

Internet Explorer 9 (IE9) have developed a tool called

'compatibility mode' which thankfully rectifies this problem.

You can either select the compatibility view icon that is located on the far right hand side of the address bar next to the refresh icon or....

within the tools menu, located in the top left hand corner of the browser, within the menu select the compatibility view option. If the tools menu is not available, press ALT to display the tools menu.

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Jim Burns of Andrew Kelly & Associates to run the Berlin Marathon

Jim is due to run the Berlin Marathon on the 30th September in an effort to raise much needed funds for WHIZZ-KIDZ (charity reg 802872) – the Movement for Non- Mobile Children. This UK based charity seeks to provide much needed equipment and support for children and young people with severe mobility problems, aiming to assist them in developing their true potential and live their lives to the full.

The eKeeper Group would like to wish Jim the very best of luck, and if anyone would like to join us in donating to this very worthy cause, you can do so by going to the following website link:
www.justgiving.com/Jim-Burns