combining the best of both

June 2007

Sophie Lenton explains how Selestia Investment Solutions takes the key strengths of each platform to create a 'best of both' market-leading product proposition.

Many of you, as existing Skandia MultiFUNDS or Selestia advocates, will have come to expect great things from us - and we are confident that this new offering will help you take your business on to the next level.

In order to develop your business model, you need a platform that helps you to write business in a cost-effective way, to service your clients more efficiently, to mitigate risk, and to take ongoing remuneration. The development of the new platform has been driven by feedback from advisers, ensuring it will meet these needs and add value to your business.

the product proposition

consistency and full range of product wrappers

Selestia Investment Solutions has all the tax wrappers you need, including a pension, onshore and offshore bond, collective investment account, an ISA and a PEP. With consistency in the fund range and pricing, the approach is similar to that of a full wrap rather than a fund supermarket; however, the pricing is arguably more competitive than that of most wraps.

ongoing remuneration options

Flexible ongoing remuneration options allow you to service your clients' needs fully on an ongoing basis, subject to appropriate client authority.

Nominated trail allows you to decide how much income you require from your clients for managing their investments. You can select up to 1.5% per annum, paid monthly. Because it is a set percentage, you know exactly where you stand.

Switch commission allows you to select up to 3% each time you switch your client's portfolio, enabling you to receive payment for the work you have carried out in managing their investments.

free re-registration

Consolidation of your clients' investment holding is one of the key benefits of using a platform. Free re-registration enables you to move your clients' holdings across at a cost-neutral price - not even the usual Selestia Investor Charge will apply (until the client tops-up).

flexible product features

There are many advantages to using just the one investment platform. However, you do need to ensure that the features offered are flexible enough not only to suit the entirety of your client book, but also to suit the needs of your clients throughout the different stages of their lives.

Selestia Investment Solutions offers the following product flexibility to suit your clients' needs:

- Choice of over 900 funds offered through 67 leading fund managers.
- No minimum investment amount per fund - you have complete flexibility over the portfolio you recommend.
- Currently no administration charge for switching - clients can switch as often as they like cost effectively.
- Regular investment options - with a choice of direct debit dates, either the tenth or the twentieth of each month.

support
at every step

Alison Everett
e-business Marketing Manager

Alison Everett explains how the online functionality supporting Selestia Investment Solutions is designed to support each stage of your client's life cycle.

- Select the amount of income required, either as a percentage of portfolio or as a fixed monetary amount.
- Options to increase the amount of withdrawal by 5% per annum or in line with RPI.
- Select the months when income is paid.
- Phase money from cash into the desired portfolio.
- Rebalance a portfolio to return it to its original asset allocation.
- Move temporarily into a cash deposit without affecting the tax wrapper.

leading e-business tools

Finally, the market-leading tools available to support the proposition are key to help you to mitigate risk and run your business efficiently, as explained by Alison Everett on the following pages.

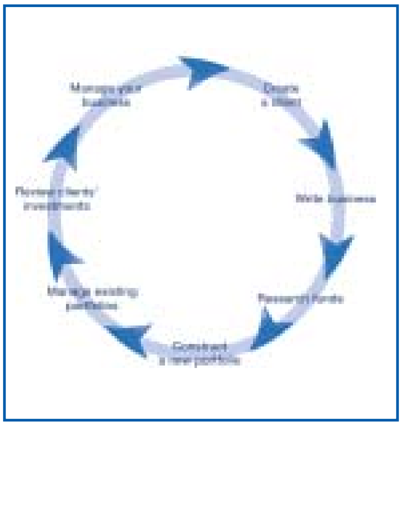
Selestia Investment Solutions is an exciting new proposition that we are proud to deliver, and we will continue to develop the product proposition to ensure we remain the pre-eminent choice for advisers. ■

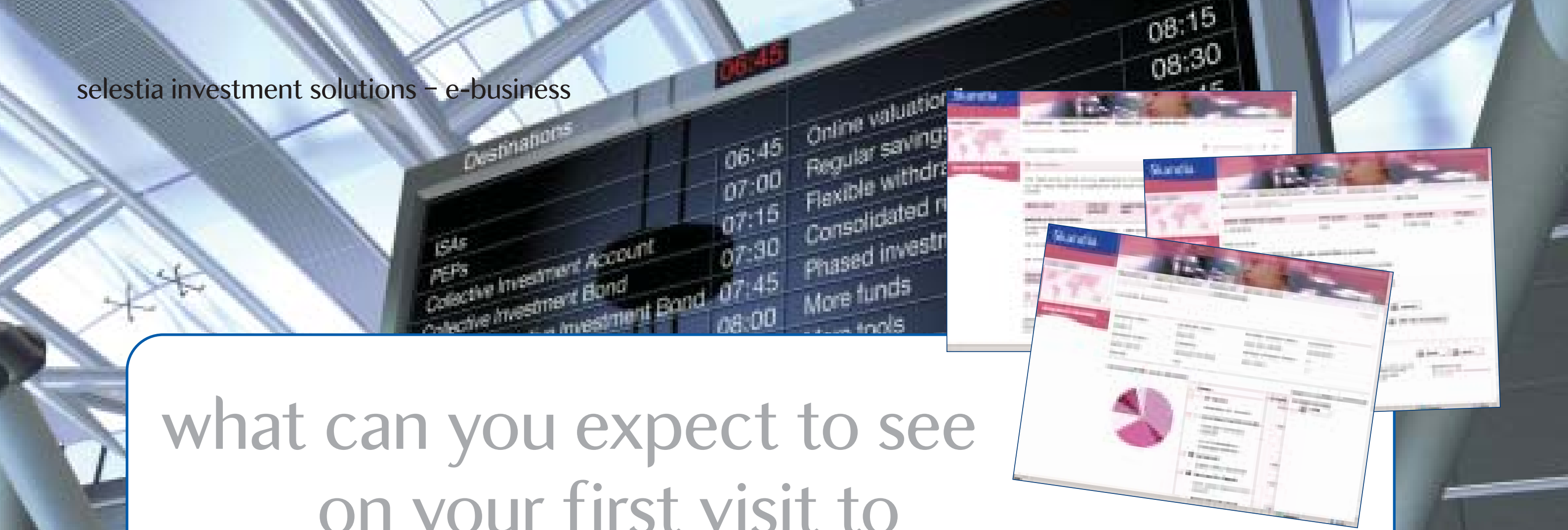
The core objective of Skandia's e-business proposition is to support the circle of financial advice. From client risk-profiling to creating portfolios, from managing existing portfolios to managing your own business, Skandia aims to provide rich functionality to facilitate the advice process.

We also understand that you may have your own preferred processes in your back office, so you can choose to use as much or as little of Skandia's e-services as you like – we do not prescribe.

combined strengths

With this firmly in mind, July sees the launch of our new platform proposition, Selestia Investment Solutions (see page 6). By combining the strengths of Selestia and Skandia we can offer you a fully comprehensive suite of online services designed to save you administration time, meaning you can spend more of your valuable time with your clients. >>





what can you expect to see on your first visit to Selestia Investment Solutions?

create a client

Client data is at the core of the system. New business applications are automatically pre-populated with the client's details, and you are able to manage and value investment at a client level, aggregating multiple valuation statements into one report. You need only key this information once - you can then pick that client's details up for re-use at any point in the future.

write business

Utilising award-winning technology, our online application service provides paperless submission for all products. Fully incorporated into our investment tools, the online application process produces a full audit trail and a client report, allowing you to streamline your new business administration.

research funds

Research our full range of over 900 funds with one of the most comprehensive analysis tools available. With fund factsheets, and our U-Skan report available for every fund, you can quickly produce tailor-made research to assist your fund selection process.

risk profiling

With our brand new risk profiling questionnaire you can assess your client's attitude to risk. The outcome is a risk value between one and ten which illustrates the client's willingness to accept a certain level of volatility. This gives you a robust science to support your recommendations.

construct a new portfolio

Our investment tools allow you to construct a portfolio using a variety of methods. With Optimised for Yield or Growth portfolio models, consensus models from Lipper or pre-prepared portfolios from Skandia Investment Management Limited, you can tailor portfolios to your clients' attitudes to risk.

manage existing portfolios*

Once you have created a portfolio, you can re-use it with any number of clients. Any changes to the portfolio can be applied to all clients linked to the portfolio via our unique bulk switching functionality.

review clients' investments*

Managing existing assets could not be simpler. Consolidated valuation reports and our U-Skan investment analysis report are automatically available for all existing products. Online switching, including bulk switching, completes the client review process.

comprehensive reporting

We provide you with a broad range of reports to support the new business and review process. All the steps in creating a portfolio are captured in a unique audit trail that you can return to at any time. In the spirit of 'best of both', we have also enhanced our U-Skan capabilities so you can now choose from an in-depth asset analysis report designed for the adviser, or the condensed client version. All of these reports are available at the click of a button and are created automatically as you complete the client application process.

manage your business

We also provide you with the tools to help manage your business more effectively, such as online commission statements together with a breakdown of your pending and recently submitted business. Plus, you can monitor the success of your business with access to management information and funds under management. ■

accessing Selestia Investment Solutions

Simply visit **www.skandia.co.uk** Existing Selestia users can log on using their normal user details. If you are not already registered with Selestia, please follow the links to register online at www.skandia.co.uk

For more information on our services, please contact your Skandia regional office. Alternatively, please contact our E-Commerce helpdesk – details can be found on the back page of informer.

* Advisers should ensure they have the appropriate FSA permission before managing client funds with any discretion.