Polaris' Intellect Financial Advisor Business eXchange Rated a 'Best in Class' solution for Enterprise Support

Comprehensive financial advisor workstation recognized in CEB TowerGroup's Advisor Desktop Solutions Report

New Jersey (USA) / London (UK) / Chennai (India), November 25, 2013: Polaris Financial Technology Limited, a leader in products, solutions and services that enable unprecedented operational productivity for the global Financial Services industry, recently announced that its Intellect Financial Advisor Business eXchange (FABX) received a 'Best in Class' recognition for Enterprise Operations in CEB TowerGroup's Advisor Desktop Solutions Technology Analysis ranking for 2013.

Intellect FABX is a state of the art workstation solution, empowering advisors with all the information needed for customer interaction, relationship building, performance monitoring, analytics and decision making. The unique solution empowers the advisor with a single point interface offering a comprehensive 360-degree view of the client, to manage rising core system complexities thereby increasing relationship manager productivity by up to 30%. Appropriate for private banks, retail banks, independent financial advisors, or broker-dealers, it is available in both installed and SaaS versions as well as on the iPad and internet.

CEB TowerGroup, Research Director, Darrin Courtney said, "Intellect FABX offers advisors a highly configurable holistic advisor desktop. Each desktop version incorporates preset workspaces for calendar appointments, customers, and performance, and allows the advisor to create an unlimited number of workspaces with drag-and-drop widgets. FABX also provides capability not standard in other systems, including document management, business rules, and support for multiple languages and currencies.

Jaideep Billa, Joint CEO – Consumer & Institutional Money Management, Polaris Financial Technology Limited said, "Intellect FABX' recognition as a 'Best in Class' offering in CEB TowerGroup's Technology Analysis report is a testament to our constant focus on continuous innovation of our products to improve advisor and client experience, thereby meeting the evolving needs of our expanding client base. Intellect FABX' customer engagement solution has dramatically changed the way financial advisors engage with clients in result-oriented conversations. As a productivity enabler for intelligent client interactions and a superior customer-centric solution, FABX' differentiated interaction layer and analytics helps financial advisors take smart decisions, quickly."

Intellect FABX supports all core desktop components either natively or through integration with other Intellect products and easily connects to third party best-in-breed applications through a

variety of integration options. Additionally, the CEB TowerGroup report noted the following attributes of FABX:

- **CRM:** FABX offers integration to Intellect Wealth out-of-the-box providing the benefit of a full CRM as a component of the system. Beyond standard CRM functionality, advisors can follow clients on social media, as well as create and manage multi-channel, multi-phase marketing campaigns.

- **Account Aggregation & Portfolio Analytics:** FABX offers out-of-the-box functionality for aggregation of holdings across various asset classes that are unit or value based. Analytics for management reporting, portfolio performance & risk tolerance are inbuilt into the product.

- **Native iPad Application & Online Portal:** iFABX provides information to the advisor on client listings, detailed portfolio summaries, client interaction history, alerts, reporting, and more. It contains a native online portal, as well as the ability to integrate to third party portals. Clients can access portfolio and transaction information, performance alerts, and interaction history and reports.

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About Polaris Financial Technology Ltd

Polaris Financial Technology Limited is a global leader in Financial Technology for Banking, Insurance and other Financial Services. With over 25 years of expertise in building a comprehensive portfolio of products, smart legacy modernization services and consulting, Polaris owns the largest set of Intellectual Properties for a comprehensive product suite, Intellect® Global Universal Banking (GUB) M180. Intellect® is the world's first pure play Service Oriented Architecture (SOA) based application suite for Retail, Corporate, Investment banking and Insurance. Its acclaimed products, solutions and services enable unprecedented operational productivity for the global Financial Services Industry by Building, Maintaining, Expanding and Extending highly complex and Integrated Financial Technology Infrastructure.

This makes Polaris the chosen partner for 9 of the top 10 global banks and 7 of the top 10 global insurance companies. The company has a global presence through its 40 relationship offices across 30 countries, 6 international development centers and 8 fully owned Business Solution centers. Polaris has a talent strength of over 13,000 solution architects, domain and technology experts. For more information, please visit http://www.polarisFT.com/

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