

## BASED IN WARWICK, WARWICK FINANCIAL SOLUTIONS LIMITED IS A FIRM OF INDEPENDENT FINANCIAL ADVISORS.

Providing top quality, impartial financial advice, as well as sourcing the best products for the needs of each individual client represents significant challenges in their own right. But, on top of that, the industry has to absorb a number of major changes to the way it conducts its business.

The move away from a commission-based revenue model to a fee-based approach represents an enormous cultural shift both for the industry and the client, who is now offered a menu of remuneration options to suit their pocket. This development fundamentally changes the nature of business relationships throughout the supply chain.

As in any competitive industry, margins are constantly under pressure because of the need to meet the rising expectations of the client who expects more for less.

The industry is very tightly regulated and very heavy fines can be imposed on companies for a range of misdemeanours, such as the failure to ensure the security and integrity of data relating to their clients.

**Warwick Financial Solutions Limited is responding to these challenges by putting its reliance on IT and adopting a fully-fledged e-business model.**

The company is working towards providing clients with on-line access to their records so they can see the status of their investments for themselves without having to pick up the phone.

The speed with which detailed product information can be accessed is being significantly improved. Detailed information on the products of 17 insurance companies can now be instantly accessed electronically.

The business is in the process of digitally storing information held on 6 million pieces of paper. Within 12 months 42 filing cabinets will have been disposed of, allowing 'dead' office space to be put to productive use.

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The result? Significantly improved customer service at a vastly reduced cost.

But, the implications for the IT infrastructure are enormous. The impact of even a short-term failure would be massive – the business simply would not be able to operate – and a prolonged breakdown or a loss of data integrity would put its future in jeopardy.

### Put simply, the IT infrastructure cannot fail!

Small businesses do not have the resources to employ the IT skills they require in-house. Warwick Financial Solutions needs a strategic partner – an organisation that has a deep-seated understanding of the needs of a small business; that has the combination of technical skills and business understanding to make sure that the infrastructure works - and keeps working; and, above all, has a service culture in which failure is not an option.

This is the role that Zenzero fulfils - delivering levels of service reliability and technical expertise that Warwick Financial Solutions never experienced from their previous suppliers and which genuinely delight. Zenzero ensures the reliability of the infrastructure, advises on product selection and takes away the worry over security, data integrity and software licensing – leaving Warwick Financial Service to focus on ensuring that they get a genuine return on their IT investment. Rob and the team have developed a real understanding of the business needs and are able to use that understanding both to mould the service to their client's exact needs and to suggest specific improvements.

An important example is the disaster recovery mechanism that has been put in place and which will, quite literally, save the business in the event of a problem. Warwick Financial Solutions Limited readily admit that this was an area that they did not pay sufficient attention to in the past. With Zenzero's help, this has now been put right.

***Zenzero makes sure that there are no nasty surprises and the entire service is delivered within the agreed budget. Warwick Financial Solutions Limited is delighted with the value they receive for the money they pay – and that is not a term that is commonly associated with price!***