



# media release

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FOR IMMEDIATE RELEASE

## Upgrade a boost for planners

Total makeover for CANNEX's fully upgraded AdviserInfo platform.

The ability to quote product options from 15 Life Companies is only one of the major drawcards of the newly-upgraded CANNEX *AdviserInfo* online platform for planners.

Hot on the heels of the risk specialists at CANNEX releasing the first-ever *life insurance star ratings*, Cannex is pleased to announce that Stage 3 of *AdviserInfo* online quotation and comparator system for risk insurance products has been completed, in the market and receiving positive feedback.

It is now more relevant than ever and built not only to keep pace with future industry developments but also to integrate seamlessly with other specialist software used by planners.

"After receiving the thumbs-up from several 'test' financial planners, Stage 3 of Adviserinfo was quietly released in August this year and feedback has been very positive. The improved scoring methodology, research before you quote, and a full suite of quote options have been well received by our users."

CANNEX Adviser Services Manager Stephen Mitchell said.

"Planners can compare and score products against what is available in that product range, and each benefit and option is captured."

"We have taken an educational approach to benefits and their differences to help planners identify appropriate products for their clients instantly. The ability to go from a summary to details in one click is also a useful enhancement to what is now an exceptional research tool."

Product options CANNEX *AdviserInfo* provides quotes for from 15 Life companies include:

- Buy backs
- Trauma reinstatement
- Double TPD
- Double trauma
- Female trauma options
- Children's options
- Increasing claims
- Day x accident
- Agreed / indemnity

- Stepped and level option
- Trauma-based packaged contracts
- Guaranteed future insurability
- Business safeguards option

“Occupation lists have also been increased from 900 to 2,600, as a result of our complete occupation mapping,” Mr Mitchell said.

“We’re excited because this is only the beginning. AdviserInfo will introduce a lot more innovations in the months ahead and this will provide planners with even more valuable information.”

The focus on AdviserInfo is in line with CANNEX promoting life insurance directly to consumers by researching and rating selected risk products – Term Life Insurance, Trauma, TPD, Packaged Life Insurance and Income Protection - using CANNEX’s respected five-star system.

“Our whole aim from the beginning was to promote the concept of life insurance with all its variances to consumers in a way that would put the topic at the forefront of their thinking,” Mr Mitchell said.

“Life insurance is not a D.I.Y. project and we stress the importance of involving a licensed financial planner in the mix.”

CANNEX’s *life insurance star ratings* continue to receive wide mainstream media coverage. As well as providing the results, the CANNEX website also educates consumers through stories and videos on different facets of Risk products.

“This approach elevates the role of planners which has to be beneficial for the industry at the end of the day. Planners’ ability to help clients make better decisions is now a very real outcome, thanks to the precise information provided by AdviserInfo,” Mr Mitchell said.

Dealers and planners can access the CANNEX website at [www.cannex.com.au](http://www.cannex.com.au) to view the *life insurance star ratings*, or go direct to [www.adviserinfo.com.au](http://www.adviserinfo.com.au) for more information, including a free two-week online trial of AdviserInfo.

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**About CANNEX:**

CANNEX provides Australia's only fully interactive online research service in retail and business finance.

Founded in 1992, CANNEX (Aust) Pty Limited is Australia's premier researcher of retail finance information for over 350 institutions such as Banks, Building Societies, Credit Unions, Finance Companies, Brokers, Mortgage Originators, Life Companies and finance related Internet Portals.

CANNEX customers use the extensive database for competitor analysis as well as a means of disseminating their product range. CANNEX also distributes this information to print and electronic media for publication and to Agents, Accountants, Brokers and Internet Portals for use in advising their clients.

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