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## **COFUNDS, AJ BELL, FIDELITY AND SUFFOLK LIFE SIGN UP TO ORIGO'S OPTIONS TRANSFER SERVICE**

Origo, the eCommerce standards and services body for the financial services industry, today announced that Cofunds, AJ Bell, Fidelity and Suffolk Life have become the latest platform providers to join its Options Transfers service – bringing the total number of organisations involved to 28.

Origo first launched the Options service in late 2008 to accelerate pension transfers at the annuity stage. The service was subsequently extended to include pension-to-pension transfers and now offers re-registration. Thanks to Origo's Options Transfers service, what was once a manually-intensive, paper-based and costly process is now an efficient, secure, online service, handling tens of thousands of transactions.

Paul Pettitt, managing director of Origo, commented, "It's great to have Cofunds, AJ Bell, Fidelity and Suffolk Life on board as the latest platform providers to join Origo's Options Transfers service. Since its launch in 2008, the success of Options has enabled the industry to significantly reduce transfer times, helping deliver on providers' and platforms' commitment to Treating Customers Fairly (TCF). An 80% reduction in transfer timescales coupled with our experience in industry collaboration puts us in good stead going forward."

Verona Smith, Head of Proposition at Cofunds commented, "Retirement planning is at the very heart of a platform proposition, so joining Origo's Options Transfers service is a big step forward for Cofunds and our clients. It offers huge benefits for advisers and their own clients as it could shave days and even perhaps weeks off the time it takes to transfer a pension. With an average transfer time of 11 days, advisers will be able to offer a quicker and more efficient service to their clients."

**~Ends~**

### **NOTES TO THE EDITOR**

#### **ABOUT ORIGO**

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Origo was launched by 16 of the UK's leading life assurance companies in June 1989 to facilitate the development of electronic trading between principals and agents for Life, Pensions and Collective Investment business.

Origo's main purpose is to address cost and efficiency issues for the UK Life, Pensions and Investment sectors by delivering common eCommerce services and standards. Origo drives the



adoption of eBusiness by creating a standards-based, competitive and secure trading environment in which industry goals are being met.

Origo is the catalyst that brings different industry groups together, including product providers, wrap platforms, advisers, portals, software companies and others to collaborate on identifying and addressing cost and efficiency issues in a non-competitive environment.

Origo's Services include: Standards, Unipass, Adviserwise.com, Agency Registration, Agency Administration, Options Transfer, SecureMail and Origo Data Matching Service.

For further information please visit: [www.origoservices.com](http://www.origoservices.com) or email [enquiries@origoservices.com](mailto:enquiries@origoservices.com)

**FOR MORE INFORMATION ABOUT OPTIONS, PLEASE GO TO  
[WWW.ORIGOSERVICES.COM/OPTIONS](http://WWW.ORIGOSERVICES.COM/OPTIONS)**

#### **ABOUT COFUNDS**

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Cofunds is the leading independent investment platform for advisers and other financial institutions, with assets under administration in excess of £33bn (as at 01.09.11). It is an independent platform providing flexible, reliable and convenient administration and management services for advisers and their clients as well as dealing and custody services for financial institutions. It does not offer investment management or advice, nor does it compete with advisers by offering its services direct to the end client. Cofunds exists to serve the needs of institutions, advisers, their clients, and fund managers.

Cofunds is authorised and regulated by the Financial Services Authority.

#### **FOR FURTHER INFORMATION**

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