



## MEDIA RELEASE

# Bravura Solutions launches mobile device enabled website for superannuation fund

**Sydney 09 June 2011 (ASX: BVA)** – Bravura Solutions Limited (Bravura) - a leading global supplier of transfer agency and wealth management software applications and professional services has successfully launched a superannuation fund member website specifically designed for mobile devices.

Enabled via ePASS, Bravura's online superannuation product, the site supports all mobile devices including Nokia, Blackberry, Android, iPhone and iPad. Using these mobile devices, the website allows members to log on and access their accounts.

"This initiative demonstrates our commitment to working with our clients to increase the focus on their mobile-savvy members. End clients can now engage with their super via their preferred communication channel – a mobile device," said Darren Stevens, Head of Product, Global Wealth Management, Bravura Solutions.

After the 2010 Cooper Review identified a generalised lack of member engagement with superannuation, many superannuation funds have begun looking at new ways to connect with their member base.

In addition to providing a new channel to reach members and creating a new forum for targeted advertising and member education, the mobile device enabled website delivers cost efficiencies by reducing reliance on call centre operations.

The new website allows for the delivery of more services to members; members can now enquire about their superannuation while on the move, via a site that offers real-time access to account information.

"Today it's not a question of whether a superannuation fund provider should adapt to the mobile platform, but when and how. The general trend is that if you're not delivering the service through a mobile channel, you're not serving your customer markets properly," said Stevens.

The recent Celent report, *So What If There Is an App? A Survey of Insurance Consumers* earmarks web enabled mobile devices as the way of the future, predicting that they will outnumber PCs by 2013.

"We have, however, noted that many contemporary websites still don't display well on mobile devices, and so we sought to develop something that would display properly and allow for an excellent user experience.

"Feedback from the site in the time since launch has been extremely positive, and we are excited to be able to offer this functionality to other clients," continued Stevens.

ePASS is a highly adaptive software solution and has been implemented in a variety of business environments. It can be successfully utilised in a single product, single administration system setting, or can be used in more complex set-ups with multiple products and systems.

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**About Bravura Solutions Limited**

Bravura Solutions Limited (Bravura) is a leading global supplier of transfer agency and wealth management software applications and professional services.

Bravura specialises in administration and management solutions for superannuation & pension, life insurance, investment, private wealth & portfolio administration, transfer agency and STP financial messaging.

Bravura wealth management applications and services are used by over 180 leading financial services organisations. Bravura employs more than 570 professionals worldwide with 14 offices across eight countries.

News and other information about Bravura Solutions is available at [www.bravurasolutions.com](http://www.bravurasolutions.com)

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**For further information, visit [www.bravurasolutions.com](http://www.bravurasolutions.com) or contact:**

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