



**FAnews**  
**14 October 2008**

## **PROFIDA GOES INTERNATIONAL**

By Daniel Putra, managing director of the PROFIDA South Africa team

Computer Science Software, developer of the leading financial needs analysis (FNA) system PROFIDA Professional Edition, has embarked on marketing the product in Europe.

In partnership with Strast Solutions Ltd, csSoft has localised the South African developed version to be marketed initially in the UK. The goal is to export the software to Europe from the British base with distributor, Strast Solutions, which will also provide training and support for the European user group.

"The marketing of PROFIDA globally was planned from the start," says Daniel Putra Managing Director of the PROFIDA Team. "When PROFIDA's internal structure was designed in 1998 we made sure that both local and international capabilities were considered."

According to Rob Cherry, Senior Developer at Strast Solutions Ltd: "As a result, PROFIDA can support any language or currency. Its flexible design can be easily adjusted to consider local laws affecting tax, estate and financial planning as well as accommodating the insurance products available in different countries."

England is not the only country where brokerages are using PROFIDA as their practice management software. The Botswana marketplace has discovered that PROFIDA is the ideal software management platform.

Says Putra: "In comparison with South African financial advisory practices, Botswana brokerages tend to write more composite business. To serve a smaller market than in SA, brokers prefer not to specialise and, as a result, market life as well as short-term insurance products.

"We established PROFIDA dealerships in Botswana realising the need to combine the client's life and non-life data in a single platform."

END.