

BT WRAP UNVEILS ONLINE ENHANCEMENTS AHEAD OF YEAR-END

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BT Wrap has launched a series of improvements to its platform as 30 June approaches, including changes to its comprehensive year-end microsite and a refreshed look and feel for its Wrap DeskTop.

The changes signal the beginning of an even more intuitive and more user-friendly experience for all platform users.

Head of BT Wrap, Chris Freeman, said the changes demonstrate BT Wrap's ongoing commitment to leading the market and offering an online DeskTop experience that makes it easy to do business.

"We are delighted to unveil these enhancements as the important year-end period approaches. Our objective is to provide straight forward, timely and effective online tools to help advisers easily access important year end information to help better serve their clients."

The year-end microsite provides a one-stop solution for advisers going into year end. Targeted at advisers and accountants, the site contains:

- a calendar highlighting transaction cut-off dates
- guides to the different tax treatment of products
- the ability to determine whether a client's tax statement has been issued
- information on data downloads for BGL and other accounting software
- the ability to register for additional training on Wrap tax statements, and
- comprehensive answers to questions frequently asked by advisers.

Changes to the microsite this year include:

- access to the End Of Financial Year Campaign Toolkit to help advisers educate clients around building and protecting their wealth
- improved navigation
- a new pop-up which alerts the visitor to new information uploaded, and
- information on a new superannuation contributions report which monitors client contributions.

"We received extremely positive feedback on the microsite launch last year and have released a new and improved site for 2011 as part of our ongoing commitment to ensuring the year-end experience for advisers is as seamless as possible."

The Wrap DeskTop has also been improved with a refreshed look and feel across the entire site making it clearer to read and easier to navigate.

Mr Freeman said BT Wrap was already planning the next round of enhancements to be released later in the year.

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