



Ascendur Financial Consultancy Selects The SENTRYi Group Solutions for their Team of Professional Wealth Management Advisors

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Malaysia's leading wealth management and estate planning firms, Ascendur Sdn Bhd has announced that it has selected SENTRYi Group's product suite to streamline and automate the firm's wealth management process.

PR9.NET December 12, 2007 - Kuala Lumpur, Malaysia - SENTRYi Group, a premier provider of wealth management solutions for the wealth management industry, will empower Ascendur with the utilisation of SENTRYi's 'Portfolio Designer™' solution. This will enhance compliance at the point of sales, while providing transparency in fund selection and greater efficiency in creating overall investment portfolios.

In addition, Ascendur will also be adding the feature rich 'Management Platform™' to enhance and improve its customer relationship and portfolio management capabilities.

Mr. Ben Tee Beng Hock, senior Para planner at Ascendur stated, "The SENTRYi suite of products perfectly compliments our advisory style and methodology. We pride ourselves on being innovative while offering transparent and personalised investment advice. SENTRYi's solution empowers our advisors with the ability to be compliant, extremely transparent with the fund advice, while increasing and improving our business operational efficiency. We are extremely pleased with the SENTRYi team and their ability to understand our business needs and provide a tailor-made solution specific to our business model. Indeed, SENTRYi's solution matches our philosophy of 'asset allocation with diversity' strategy. We are confident that SENTRYi's products will definitely benefit us as a wealth management advisory, and in our goal to increase levels of customer satisfaction."

Mr. Sorek, CEO and founder of SENTRYi commented: "The SENTRYi team is extremely proud that Ascendur has decided to implement the SENTRYi wealth management solutions for their point of sale and portfolio management requirements. Ascendur is a very well respected and recognised financial advisory and wealth management consultancy. We firmly believe that our solutions are the best in the wealth management business and we are grateful for this vote of confidence from Ascendur." Mr. Sorek added: "Malaysia has a vibrant financial services industry with favourable regulations. With the recently approved CUTA, our solutions are very well suited for the Malaysia wealth management market".

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