

# Press information

## **Nucleus launches innovation campaign**

Nucleus, the adviser influenced wrap, is asking advisers to vote for the worst piece of defunct technology as part of a campaign designed to encourage them to look more closely at the systems and technology they use in their own businesses.

The campaign ranges from a traditional direct mailing to a microsite, [www.upgrademyplatform.com](http://www.upgrademyplatform.com), where advisers will be able to explore obsolete technology once seen as cutting edge and vote for what they think was the worst.

David Ferguson, CEO of Nucleus, explained:

“Financial services is such a fast moving industry that what seemed at the cutting edge last year can now seem hopelessly out of date. Collaboration, open systems and a focus on clients rather than products are the defining characteristics of future success. That means that what might have been a cool platform choice in 2003 (or even in 2010) may be pretty much irrelevant now.

“The campaign is about starting a dialogue with advisers who view the world through that lens, who are driven by creating great client outcomes and who want to help build something amazing.”

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

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**Notes to editors:**

### **About Nucleus**

Nucleus Financial Group is an online wrap based business platform.

Nucleus was founded in 2006 by a number of high quality advisers who shared a commitment to create a market where advisers have the infrastructure and desire to place the client centre stage.

Since foundation Nucleus has established itself as a major force for change in the market. It is now a community of adviser businesses who through ownership and control of the business process seek to create a better customer experience.

The management team is led by David Ferguson chief executive, and offers extensive experience across all areas of the UK retail financial services market.

As at 1 June 2013, assets under administration on the platform were £5.5bn and the number of member firms was 170.

<http://www.nucleusfinancial.com/>