



The Remuneration Managers

MEDIA RELEASE

CommCentral revenue management offer gains marketplace prominence

Friday May 29, 2009. Since its establishment in August 2008 by former Dealer Management Systems Pty Ltd (DMS) founder John Brabender, CommCentral Pty Ltd revenue and administration services support offering for Australian Financial Services License Holders (AFSL) has gained rapid marketplace acceptance and a growing number of dealer groups are appraising the financial and operational benefits the innovative outsource facility will provide to their respective business frameworks.

“The CommCentral business model was developed in response to growing demand from license holders seeking to address the time consuming process of the management and distribution of revenue and payments to representatives, business partners and referral providers,” said CommCentral Managing Director John Brabender.

“In addition to the revenue management solution, CommCentral also provides a framework for the more efficient management of information essential to operating a successful financial planning business as either a licensee or planning practice.”

Many licensee’s currently have highly skilled staff engaged in the often mundane, but highly sensitive management and processing of their revenue, payment and information dissemination processes. As a result, the potential, knowledge, benefit and insight of these valued staff members is unable to be deployed to enhance the service and support offering to their distribution networks.

Furthermore, with the adverse impact of the current economic downturn on the revenue and income streams of many licensees and practices, principals are actively seeking new operational and administrative solutions that will improve both their service and support offering whilst delivering cost saving benefits.

John Brabender continued, “The CommCentral solution addresses these issues by relieving practices of these operational, time consuming yet very important administrative processes and functions.’

Since the commencement of its operation seven licensees have signed with CommCentral to provide them with an outsourced revenue management process and the interest in the CommCentral offer is reflected in an escalating number of enquiries.

The benefits of utilizing CommCentral include:

- Staff and management have extensive ‘hands on’ experience in remuneration management and intimately understand the challenges and issues involved.
- It’s a specialist and complex area that can be difficult to understand and comprehend.
- It ensures that practices stay focused on their core activities of servicing clients.

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- It reduces key person risk, the remuneration process will continue without interruption.
- The cost of processing remuneration in house is generally more expensive both in direct costs and opportunities lost.
- Enables new practices to better manage their income in the early operational years.
- By better management processes, principals are able to more accurately value the worth of their businesses and significantly enhance succession planning objectives.
- The peace of mind knowing that the system is fully serviced with ready access to the CommCentral support team.
- CommCentral is able to use any of the commonly available remuneration software platforms. It is software neutral and does not require a particular software system.

“In order for licensees and planning practices to sustain their long term operational and economic efficiency, they must strategically align and apply their internal resources to ensure that they properly service the core function and service support expectations of both advisers and clients. The CommCentral marketplace offer removes a significant operational burden from financial services businesses and allows businesses to better deploy and apply the skills of their members of staff,” concluded John Brabender.

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Notes to the Editor: About CommCentral

CommCentral was established for the sole purpose of providing revenue management and administration services to Australian Financial Services License Holders (AFSL).

The principals of CommCentral have extensive financial services experience, knowledge and insight in the management of Licensees and the Information Technology base to support from boutique to large scale businesses.

The CommCentral business model of providing economies of scale to the necessary but time consuming management of revenue and the subsequent distribution of payments to representatives and business partners and referrals and importantly the management and business information essential in operating a successful financial planning business as either a licensees or a financial planning practice.

It further removes the single point sensitivity of key staff within the business and allows other staff to be redeployed onto more productive and profitable activities.

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