

The iO Store

Developing and publishing your app on the iO Store



iO Store in Intelligent Office – why use it?

The iO Store is Intelliflo's way of increasing the sphere of partners and usability within Intelligent Office. It is a store front which Intelligent Office users can peruse to discover new partners and functionality that can improve and enhance the way they work.

From platforms and partners to product providers, automated suitability reports and financial planning apps, the iO Store is an ever-growing suite of functionality. If your firm has a way of adding functionality to the advice process and would like exposure to an audience of advice firms, then the iO Store is a very easy way of doing so.

Your questions answered



Why offer your app on it?

The iO Store is available to all users of Intelliflo's Intelligent Office. It is designed to enable advice firms to be able to work with the products and partners of their choosing in a quick and flexible manner by extending their own functionality in Intelligent Office.



Why publish your app?

The iO Store is a meritocracy – Intelligent Office users can peruse all the available apps and functionality and install the ones that best fit their individual needs. From well-established industry names to newcomers exploiting gaps in the advice process and everything in between, the functionality is showcased to users of Intelligent Office.



How big is the audience?

Intelligent Office is used by over 2,000 firms and over 19,500 individual users. This means that over a third of UK advice firms are using Intelligent Office. The iO Store presents a significant shop window in which to offer your services. Intelligent Office is not just used by IFAs, either, with users covering advisers, paraplanners and administrators, meaning that any functionality which adds extensibility to any part of the advice process is relevant.



What's the return?

In reaching a significant proportion of the UK advice landscape, the iO Store gives product providers and other advice solutions providers the opportunity to increase their exposure in the industry. There are no upfront fees for offering your product in the iO Store. We have a range of commercial models available to app providers thereafter though and we would be happy to speak to you about these.



Make your service more accessible

By making your services easily accessible to financial advice firms, you can help to keep them using your services. If they can interact with you via their business management software, it makes life much easier and more efficient for them going forward, encouraging use of your services in a seamlessly integrated way.



How do I start?

Offering your app in the iO Store is easy. Anyone can access the Intelliflo Developer Platform. From here you can browse the APIs which have been created already. This is a constantly evolving pool of functionality which can be used to see how other people are developing and creating their apps for the iO Store. We have a suite of help files and tutorials available, too, in order to help you get started. Beyond that, you can also test your app in our sandbox environment and test it against an Intelligent Office account.

Your questions answered



Are there any restrictions?

The final say in the publication of any apps in the iO Store is at Intelliflo's discretion. We work with all of the proposed apps to ensure that apps are thoroughly tested, secure and fit for purpose. Once an app has been developed in the testing environment, the app developer can request its publication. Intelliflo will then examine and further test the app before it is made available in the iO Store. There are no restrictions on who can build an app for the purposes of publication in the iO Store, though. We welcome applications from anyone who has something to offer to the financial advice industry. For more information about the approval process, please visit the Developer Platform.



When can I start?

Now. The iO Store has been open since March 2018 and we are increasing the number of apps provided within it all the time, so it is never too early, nor too late, to get started and publish your app in the store.

The practical steps

App development is simple. We have the Intelliflo Developer Platform open and available to all.

Simply follow this link to start your development journey:
<https://developer.intelliflo.com>

You only need a GitHub login to access the platform.

Once you are signed in, you will be given three options:

- **Create app** – get started with building your app
- **Help and documentation** – there are a host of resources here to get you started
- **Explore the API** – explore our API and download the swagger specification

How can I test my app?

Creating an app will also create a username and password for an Intelligent Office sandbox account, where you can create clients and plans in order to test your own use case for your app.

Dedicated API development support is available at
developer@intelliflo.com

Learn more

If you have any queries relating to the **iO Store** call us on **0330 102 8402** or email sales@intelliflo.com where one of our executives would be pleased to help you further.

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