



Adopt.Innovate.Delight

# Dedicated Offshore Team



*“Dedicated to  
achieve superior  
results”*

[www.blastasia.com](http://www.blastasia.com)

*How an ultimate web based product suite called Figlo was formulated for personal finance advisory industry.*

### **The customer: INFA**

Infa BV was founded in 1996 and now the leader in consulting and planning in the Netherlands. With ten years experience in the Netherlands, INFA is now targeting the globalization of its financial services.

### **The Challenge**

INFA intends to develop a platform on the Internet for personal financial advice that is globally deployable; a place where local consumers, advisers and financial service providers can meet and derive value from mutual interaction. Existing technologies make it cumbersome for the users of the application and hence the need of a more feature rich, powerful and a secure web based solution.

### **The Solution**

Figlo is the world's first global personal financial advice and planning software collection offered by INFA, Netherlands. BlastAsia suggested the use of Silverlight technology for the product suite development. This technology is capable of offering an amazing user experience which is necessary keeping in view the nature of the product being offered to finance industry.

BlastAsia gathered the requirements from the client and provided a requirement specification document. A dedicated team of developers, experts in Silverlight and WPF were assigned to work on the outstanding product suite.

With the on-going product development, BlastAsia conducted a study on a prospective business plan for the two partners to pursue using the product line. Hence, a new business opportunity was recognized which they plan pursue together.

### **Benefits**

Benefits derived by the clients are as follows-

- By using financial cards, financial products are standardized and visualized in a credit card format and easily recognized and understood both by advisor and consumer. Hence, better chances of product sale and popularity.
- Robust application with superb interface resulted in a highly user friendly and intuitive product suite. Substantial increase in product suite sale was registered along with increased end user product satisfaction.