



THE INVESTMENT
ADVISOR
ALLIANCE

For Immediate Release

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Investment Advisor Alliance Combines Technologies for Advisors

Ramsey, NJ (August 11, 2009) – The Investment Advisor Alliance released its new version of the Direct Service Portal.

Advisors with the Investment Advisor Alliance now have a single, user-friendly interface to access information and communicate with the home office. The Direct Service Portal (DSP) is familiar to advisors because it was the most commonly used portion of Advisor Web. DSP will be integrated with the other modules of Advisor Web to become a central aspect of advisors' workspaces.

All Advisor Web functionality will eventually be available in the reworked system. Some lesser-used modules will be released in coming weeks to complete the transition.

The conversion to a single portal is in expectation of the rewriting of several portions of the system to make it available to advisors using their mobile phones.

About the Investment Advisor Alliance

The Investment Advisor Alliance is a privately held Registered Investment Advisor based in northern New Jersey. The fee-only firm provides supervised independence to advisors nationwide. The Investment Advisor Alliance offers training, service, back office support, and compliance oversight to affiliates at any chapter of their career to help advisors grow their practice at their pace. Custom technology solutions make the Investment Advisor Alliance's tools easily accessible and efficient.