



**PENSIONS**Age Date: 30 July 2009

Article: Pensions go mobile

Accessing a pension scheme's details via a mobile phone is now possible, thanks to the implementation of new technology by the Bluefin group.

A new online benefits portal, launched by the firm's consultancy operation, Bluefin Corporate Consulting, has been enabled for use on handheld devices as well as standard PCs.

Powered by the company's software technology, Orbit, the portal can send alerts via SMS to members' mobile phones to inform them of sudden changes in their funds and to keep them up-to-date with current plan valuations. For those with browser-enabled phones, access to a more detailed breakdown of their funds is also possible, meaning that scheme members make a comprehensive check of their pension scheme while on the go.

Calling the portal's mobility feature a first for the industry, Robin Hames, head of technical, marketing and research at Bluefin Corporate Consulting, said the idea behind targeting mobile phones was a natural progression for Orbit.

"We want the system to come to you (the member), rather than you going to the system," he said.

"When you look at Generation Y, kids do everything on their phone and these are the kind of scheme members that our clients employ. Many don't read an annual statement, they do everything on their phone."

Bluefin hopes to significantly develop the technology over the coming months, with new features and greater functionality allowing members to eventually move their assets and calculate whether their contribution rates still match their retirement ambitions.