



MEDIA RELEASE

ENTIRETI PARTNERS WITH COMMUNIFY TO DELIVER THE ADVICE PLATFORM FOR THE INTELLIGENCE ERA

18 March 2026: Licensing and business services group Entireti is partnering with global financial technology company CommuniFi, a leading provider of financial AI, digital and data solutions for the financial industry, to build an Australian-first digital ecosystem platform for advice businesses and their clients.

Entireti's *ERAⁱ* platform will leverage AI and automation to gather, analyse and organise data from a practice's existing technology, including emails, financial planning software and apps, to create a secure central knowledge base of information and insights. This knowledge base will feature deterministic guardrails to ensure AI outputs are reliable, compliant and explainable.

With *ERAⁱ*, insights can be delivered in text, video and other digital formats to support the creation and delivery of personal advice, and enhance client engagement.

The platform will be developed in phases, with the first phase expected to be made available to the Entireti network, which includes Akumin, Fortnum, Personal Financial Services and Entireti Alliances, from Q3 2026.

Neil Younger, Group Chief Executive of Entireti, said plans to deliver an advice platform for the Intelligence Era formed part of the group's broader "Road to 200 strategy" to help practices scale up and boost the number of clients they could efficiently serve.

"Across our community there is a shared ambition to build thriving practices that are serving more Australians and growing sustainably," he said.

"After a comprehensive review of the market, we are excited to work with CommuniFi to help advisers bring together structured and unstructured data from across their systems, documents and external sources to create a single source of truth."

"This is one of the most significant technology programs for Entireti to date and will become foundational to our offering."



“CommuniFi is investing heavily in Australia and excited to leverage our global data platform to power insights, signals and stories for the Australian market. We are excited to partner with Entireti to achieve the road to 200 and beyond,” said Will Bailey, Chief Strategy Officer & President, APAC, of CommuniFi.

Headquartered in California, CommuniFi provides high-quality data aggregation, enrichment and curated access to industry knowledge bases, delivering speed, personalisation and performance to many of the world’s leading financial institutions and wealth management firms.

The group’s scalable technology platform is considered the global benchmark for integrated advice technology.

Matt Lawler, Chief Executive of Akumin, said the group set out to make advisers’ lives easier by addressing their biggest pain points and assisting them to understand and effectively integrate AI into processes.

“Client data currently sits across multiple systems and lives in emails and documents, and too much time is spent assembling information before the real work of giving advice can begin,” he said.

“We’re solving that headache for advisers because, when information is translated into clear visual insights, they can quickly see what matters and communicate it more effectively to clients.”

“**ERA** will allow AI to be genuinely useful and drive business productivity and efficiency while ensuring that outputs remain secure, explainable and compliant.”

Matt Brown, Chief Executive of Fortnum and Personal Financial Services, said Entireti’s size and scale enabled it to invest in best-of-breed technology and help advisers adapt to the shift across the market towards automation, intelligence and scale.

“This is not about replacing the tools that advisers already use but developing a single platform ecosystem that integrates with existing technologies to simplify and accelerate the advice process,” he said.

ERA will be developed in phases and enhancements will be rolled out over time.



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About Entireti

Entireti provides end-to-end business, licensing, technology and support services to financial advisers

As a trusted partner to approximately 1300+ advisers, Entireti provides the structure and support they need to deliver the highest quality advice to their clients.

Entireti's focus is solely financial advice and all the things that are required to successfully provide it. Entireti has a thorough understanding of the support each practice needs to succeed — ensuring that advisers can prepare for challenges ahead and also seize the opportunities afforded to them.

Entireti is an end to end business service provider and is uniquely positioned to provide capital, capacity and utility solutions — at scale. Entireti has the resources to develop critical improvements and technology upgrades that are not readily available to financial advisers.

Entirety.com.au

About Communify

Communify is the leading Financial AI, Digital & Data Solutions company for the intelligence era. Our mission is to unify the communication of market & client data to deliver precise insights and add mass value to investors and investment professionals. Communify's Knowledge Base of 4,000+ unique data feeds powers Communify's advanced deterministic and generative MIND AI capabilities for the next generation of communication, automation and management of financial data. Whether you are just starting your digital journey or well on your way, Communify is the innovation partner that can help you take it to the next level. To learn more about Communify, visit www.communify.com