



## ZeroKey launches an integration platform for technology providers

LONDON, UNITED KINGDOM – 20 February 2026 – As part of its mission to integrate technology and eliminate manually data rekeying, ZeroKey today announces the launch of a dedicated integration platform for technology providers operating within the UK financial advice market.

Developing individual point-to-point integrations is often cited by technology providers as unscalable. Inconsistent third-party APIs introduce complexity, technical debt, and an ongoing maintenance burden. As a result, the integration gap is continuing to expand, and financial advice firms are still required to routinely rekey data into technology. This alone can create critical operational friction, increase business risk, and stifle growth opportunities.

ZeroKey's Integration Platform is a solution specifically designed for technology providers (or those with proprietary technology) to develop integrations at scale. A unified API layer, scalable architecture, plus pre-built connectors and embeddable components enable technology providers to integrate faster whilst also retaining a native 'in-app' experience.

Although tackling the same issue, this latest development is a separate solution to ZeroKey's Web Browser Extension. While the Web Browser Extension is a standalone tool specifically designed for financial advice firms to move client data, the Integration Platform is a solution for technology providers to adopt and develop integrations within their own application and at scale.

Joseph Williams, co-founder & CEO at ZeroKey, said: "As an agnostic solution, we are delighted to introduce our Integration Platform which aims to lighten the integration burden and facilitate collaboration amongst technology providers. Although most technology providers are more than capable of developing point-to-point integrations themselves, even the most progressive may struggle to deliver mass market coverage. It's why a lack of integration between technology continues to be referenced as a major pain point. We are therefore excited to offer technology providers a specific and scalable solution which facilitates a 'build once, integrate with many' approach."

As part of the launch, ZeroKey also announce both AdvisoryAI and Time4Advice Curo as early adopters of its Integration Platform.

Alan Gurung, CEO at AdvisoryAI, said: "Technology providers must always strike a balance between developing their core product and developing point-to-point integrations. However, with ZeroKey's Integration Platform, we can simply harness their existing infrastructure rather than build our own. This will enable us to launch integrations at speed and with minimal ongoing maintenance, allowing us much more time to focus on core product innovation. We can't wait to get going."

Richard Brian, Curo Managing Director at Time4Advice, said: "Integrating with third-party technology is vitally important and there will always be more integrations to build and more functionality our users want to access. By adopting ZeroKey's Integration Platform, we can deliver broad coverage at scale while creating a foundation that enables greater automation and future

AI-driven capability within Curo itself. We are excited to partner with ZeroKey to accelerate the delivery of seamless, embedded integrations, all contained within the Curo application. Together, we're not just connecting systems; we're unlocking the full potential of the connectivity by creating a more intelligent, efficient environment for Curo users. This strongly aligns with our 'make financial planning easier' strategy that we share with our colleagues at Transact."

For more information about ZeroKey's Integration Platform, please visit: [www.zerokey.tech](http://www.zerokey.tech).

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**About ZeroKey** – ZeroKey is on a mission to help integrate technology and eliminate manual data rekeying. Our innovative integration solutions, which include a Web Browser Extension and Integration Platform, are specifically designed to help solve the biggest pain points within the UK financial advice market. Founded in December 2023, ZeroKey is brought to you by the same people who brought you CashCalc.

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