

# retirement

## SOLUTIONS

target *with effectiveness*

comply *with confidence*

M E R R I L L C O R P O R A T I O N



# Merrill

## OVERVIEW

Merrill Corporation has more than four decades of expertise providing integrated communication solutions to the retirement, investment and insurance industries.

Our technology-enabled solutions address the specific challenges associated with creating, managing and producing retirement plan communications. At the core of each program is Merrill's core-focus on data-based integrity. This effective management of data enables you to create and manage variable content documents and communications accurately, efficiently and within regulatory compliance.

**Each program is executed leveraging Merrill's market differentiators:**

**superior use of data:** Merrill's systems, processes, tools and technology manage complex data from an unlimited number of sources (resident and third-party) to create personalized, targeted one-to-one communications that ensure that the correct information goes to the correct recipient within a framework of available audit and tracking opportunities.

**strict regulatory compliance:** Merrill understands the regulatory environment and ensures compliance by managing the regulations of today. We adhere to established business rules and compliance guidelines within both the information technology and manufacturing workflows. Additionally privacy requirements are safeguarded to the highest degree and all efforts follow established guidelines.

**operational expertise:** Merrill's advanced production facilities leverage "chain of custody" methodologies that track, monitor, and report progress during each step of the process. By seamlessly integrating print and fulfillment processes, the production of all communication configurations and volumes can be accommodated, while delivering faster time to market, reduced costs and increased efficiencies.

**strategic insight:** Merrill's dedicated teams understand the retirement space and are immersed in today's business issues. Our experts bring extensive backgrounds in strategic planning and execution, as well as operational insight, to every program.

**quality-driven:** Merrill protects your product and your clients via a focused, multi-tiered, quality management program that adheres to established service level agreements.

# SOLUTIONS

## PRESALE SOLUTIONS

A plan sponsor's experience begins as a prospect's experience. Facilitating the start of a client-centric relationship, communications should educate, inform and invite potential clients with personalized, benefit-oriented messaging through multiple channels.

## PLAN SOLUTIONS

Providing value to a prospective plan sponsor is essential to growing your business. Demonstrate the importance of their business by delivering a highly-personalized proposal, created for their specific needs and delivered via the channel of their preference.

## ENROLLMENT MEETING SOLUTIONS

New participants need affirmation that they've made the right choice. Personalized components help participants feel comfortable with their investment decision while nurturing the relationship for the long term.

## FEE/DISCLOSURE COMMUNICATIONS

Regulations require transparency and specified disclosure of fees and other key information. Delivering compliant, accurate disclosures in a timely manner offers an opportunity to improve credibility and strengthen relationships.

## ANNUAL PLAN REVIEW

Clients demand meticulous reviews that demonstrate the value your plan provides employees and validates the success of the program. Heightening the client's experience with aesthetically pleasing reviews that leverage detailed data-driven reporting and robust business intelligence assures them they have made the correct decision.

## ENROLLMENT KITS

Participant enrollment is a key opportunity for relationship building. Leverage this chance to demonstrate efficiency, timeliness and compliance while setting the stage for a long-term partnership.

## FIRST \$ PROSPECTUS FULFILLMENT

When a participant enrolls, requirements mandate that he/she receives prospectus information within a specified timeframe. While compliance is essential, this communication also lets you reaffirm each plan participant's investment decisions.

## TRANSITION & ROLLOVER SOLUTIONS

Effective transition communications anticipate the needs of individuals. Communicating relevant, personalized information through a structured campaign will engage and educate participants to meet their regulated deadlines.

## ADVISOR COMMUNICATIONS

Financial Advisors are the source of most new plan sponsor clients. Communicating to support their selling efforts in conjunction with your wholesaling and key account teams is critical and benefits from our integrated communications suite. Solutions range from campaigns through interactive and traditional proposal support.

The retirement market continues to evolve. Never before have so many in-market phenomena combined, forcing the industry to rethink, retool and refocus its marketing and communications strategies, compliance adherence disciplines and execution practices all at once.

With limited resources, increasing cost pressures and changing consumer preferences, a trusted, flexible partner is needed to navigate these changes and help you evolve your communications into a catalyst for growth.

Merrill Corporation's comprehensive approach to plan sponsor and participant communications ensures they are highly targeted and fully compliant. Our programs – deployed as stand-alone components or as part of the full continuum solution – enable our clients to target with effectiveness and comply with confidence.

**At Merrill,  
we provide:**

**a commitment to cost reduction:**

We work with our client partners to analyze their "total cost of ownership," uncover hidden costs and offer proven recommendations to reduce the overall cost of doing business.

**customized communication solutions:**

Merrill continually invests in state-of-the-art digital print equipment providing our client partners with streamlined, targeted one-to-one marketing/communication programs.

**information based intelligence:**

Merrill's one-of-a-kind Business Intelligence Order and Item Reporting Solution provides users on-demand access to their business information, and enables them to visualize business trends, track performance goals and visually identify exceptions.



**contact**  
US

Delivering technology-enabled solutions that reduce costs, increase efficiencies, and streamline materials ordering and distribution.

866-367-9110 | [contactMCS@merrillcorp.com](mailto:contactMCS@merrillcorp.com) | [www.merrillcorp.com/retirement](http://www.merrillcorp.com/retirement)