

Diversified Investment Advisors

Delivering Retirement Statements with a Tangible Difference

At Diversified Investment Advisors, a national investment advisory firm, retirement plans are—and have always been—the company's only business. With a singular focus, Diversified is able to dedicate all of its talent and technology to tailoring retirement plan solutions to meet its clients' unique retirement plan needs. Diversified offers its customers objectivity in the investment selection process, a focus on participant education (including a comprehensive participant communications program tailored to the needs of the plan sponsor), and an ongoing commitment to investing in cutting-edge technology that offers the most advanced services, both online and offline, to plan sponsors and participants.

Because Diversified is committed to delivering retirement plans with a tangible difference, it comes as no surprise that the company identified the need to provide a greater level of customer service by taking its participant statement to the next level through customization. This service enhancement enables Diversified to better meet the specialized communications needs of the plan sponsors it serves. To make this happen, Diversified sought the best technology solution in the marketplace.

A CUTTING-EDGE TECHNOLOGY PARTNER

"After talking with our plan sponsors and participants, and conducting an intensive review of best business practices in the retirement plan market, we decided there was a need to overhaul and upgrade our technology in order to deliver high quality, more effective retirement statements," said Mark Fortier, Senior Vice President and CTO of Diversified Investment Advisors. "Our goal has always been to better educate plan participants and to help them save and invest wisely for retirement. Because of that, we wanted to redesign our retirement statement to provide a greater degree of relevancy and personalization.

"We did a general review of the document solution players in the marketplace," said Fortier. "In doing so, we found that Exstream Software is a cutting-edge technology provider for enterprise personalization, also offering consulting solutions if you need them. We had them do an initial proof of concept and the best part of it was seeing their product, Dialogue, in action. It is software that



In January 2005, DALBAR, Inc. awarded Diversified with the DALBAR Seal of Excellence for its redesigned retirement statement.

virtually works 'out of the box.' We were amazed at the speed and ease of use. Because of that, our software purchase decision was easy, and we were literally up and running in two weeks."

With speed to market as a key requirement in the selection of new technology, the company wanted a more encompassing solution that would allow for separating out graphic elements, such as logos, signatures and other dynamic information if changes were necessary, without affecting the design, quality and integrity of the transactional data.

DIVERSIFIED INTRODUCES CUSTOMIZED STATEMENT CAPABILITIES

By implementing Dialogue, Diversified developed a retirement statement that is shorter, more concise and specifically designed to encourage active financial planning at the participant level. Dialogue's robust capabilities allow Diversified to create the sophisticated messaging required to reach participants more directly with timely, informative and targeted statement messaging.

Dialogue also makes it possible to include virtually any type of data-driven variable chart, such as pie, line or bar charts into the statement at run time. This gives Diversified the opportunity to include compelling graphs and illustrations on statements, along with pertinent investment education material in an easy-to-produce format. "With Dialogue, Diversified enables plan sponsors to have a 'participant-at-a-time' conversation through the statement because it creates highly personalized documents that suit the needs of each individual," states Fortier. "And its functionality is helping us achieve a speed to market we never thought possible."



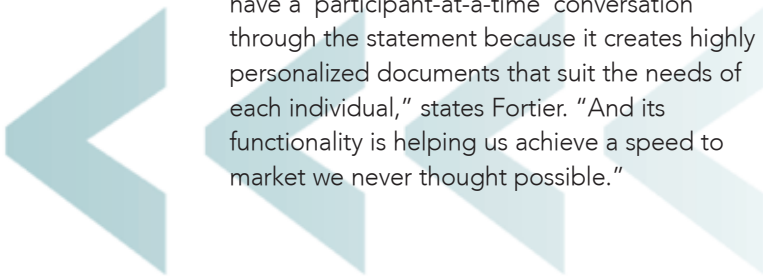
STREAMLINED STATEMENTS GETTING RAVE REVIEWS

The new statement reflects what Diversified strives to give participants—streamlined, relevant information about their retirement plan assets. The statement redesign has received a great deal of positive feedback from its recipients. Impressive kudos also came in January, 2005, when DALBAR, Inc., a leading market research firm that provides research ratings and rankings of intangible factors that influence the overall customer service experience, awarded Diversified with the DALBAR Seal of Excellence for its new statement.

"We were proud of DALBAR's recognition. And we continue to explore what we can do with Dialogue to raise the bar higher," said Fortier. "Recently, we introduced an e-statement that allows plan participants to view their account information over the web."

Plans are also in the works to implement a print-on-demand strategy using Dialogue that will allow Diversified to generate personalized enrollment kits in real time, offering even greater service to its client base.

"Purchasing Dialogue has given us a competitive advantage," notes Fortier. "We can offer highly customized output, and get new applications to market quickly—like our new e-statement and planned personalized enrollment kits. Of all the technologies we have implemented, this one has very impressive capabilities. Dialogue has not only helped us elevate our retirement statements to the next level as planned, but it has also done something else very important in the process—it has truly worked as promised."



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