

THE PLATFORM

29th November 2011

Corporate Platforms – 62 corporate clients signed up so far and hold on for 2012

The Platform's Corporate Platform Guide is published this week bringing together the latest independent research and feedback from employers and advisers on 'Corporate Platforms', also known as 'Corporate Wraps'.

With two new platforms about to be launched many are questioning whether they are just the latest buzz word or a sticky proposition that will change the face of employee benefits.

The Platform's guide is the first to review the platforms on the market today and new propositions due to be launched shortly. This Preview Issue looks at:

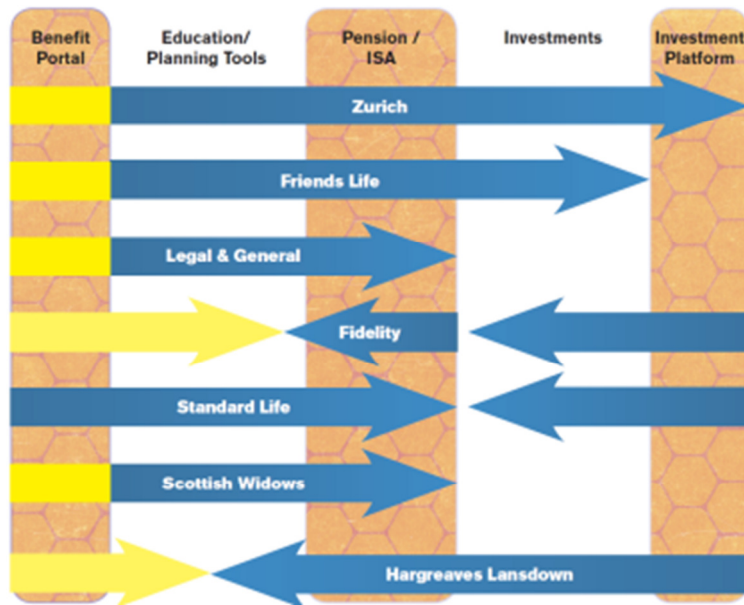
- **The definition of a corporate platform** – *Exactly what is it and what should it include?*
- **The providers and what they offer** – *7 corporate platforms today, 2 imminent new arrivals and more in the new year*
- **The size of the market today** – *62 corporate customers representing 240,000 employees*
- **The impact of auto-enrolment and RDR** – *Retirement savings in the spotlight and limited access to help and advice*
- **Financial education** – *New online tools to encourage ownership and empower employees to make decisions*
- **The demand for workplace savings** – *Early days for corporate ISAs – Over £300bn in ISAs outside the workplace and evenly split between cash & stocks & shares*
- **Employers and advisers views and experiences** – *sceptics and advocates “we strongly believe the most cost effective way to achieve our objectives is through technology”*
- **What employers should be asking** – *A checklist of questions*

This guide gives the unique opportunity to see what the various Corporate Platforms really look like, including screenshots and summaries of the different propositions. A free copy of the guide can be downloaded at <http://theplatform.com/corporate>

Holly MacKay, Managing Director of The Platform, says “We define a corporate platform as an online service for employees which brings together a minimum of a pension, a corporate ISA and financial education tools. As the market develops and integration improves, today's corporate platforms will expand and could include flexible benefits at one end and investment platforms at the other – these three building blocks in aggregate will create the ultimate 'employee platform'. No one platform yet offers the full package but the potential is there.”

This diagram compares each provider's background and the extent of their solution today. It is not the full picture as each proposition is different and each employer will have different needs. However, it gives us a useful indication of where we are today and possible future developments.

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About The Platform

The Platform is an advisory, research and events business which specialises in platforms. Our work also covers the IFA platform market and the direct to customer (D2C) platform market.

Thanks to Platform's sponsors Mercer and Standard Life, this publication is available free of charge to readers. A copy can be obtained at <http://theplatform.com/corporate>

If you have any questions or would like any further information please contact tina@theplatform.com