

Introducing Retirement Planscape™!

By John Meunier

Cogent Research is pleased to introduce the inaugural edition of *Retirement Planscape™*. This new Perspective Series report is a comprehensive examination and view into the world of today’s defined contribution retirement plan sponsors—from their present concerns about the economy and well-being of their employees to their engagement and satisfaction with the intermediaries, asset managers, and providers that service their plans.

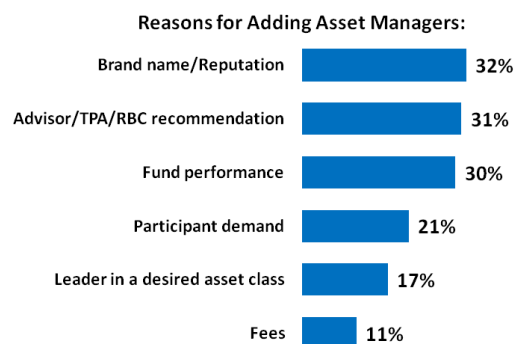
Retirement Planscape™ is modeled after our Investor and Advisor Brandscape™ reports, and thus provides custom-quality, market-level competitive intelligence and critical brand-tracking metrics in a powerful syndicated research package. In addition, the report includes insightful industry commentary and provoking thought leadership, based on Cogent’s 15 year history of providing custom research solutions to both institutional retirement and retail-focused clients in the financial services industry.

The report findings indicate that a wide gap exists in knowledge and sophistication among plan sponsors, especially between the owners of micro plans for whom a 401(k) is just one of many responsibilities and the dedicated retirement specialists in mid-sized and large companies. Needless to say, retirement plan providers serving these myriad organizations have very different sets of challenges (and opportunities) depending on their market focus. Furthermore, for the increasing number of providers that service the entire range of plan sizes or those seeking to enter a new market segment, navigating such waters can be tricky, and, as this report reveals, seldom entirely successful. Chief among the obstacles impeding progress is a lack of clear brand differentiation among most retirement plan providers.

PLAN SPONSORS ADDING ASSET MANAGERS NEXT 12 MONTHS



BASE=All Plan Sponsors



BASE=All Plan Sponsors Adding Investment Option(s)

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Regardless of their sophistication or level of engagement, all sponsors face the common challenges of managing plan costs, boosting enrollment, and expanding plan features and investment options. *Retirement Planscape™* will help plan providers prioritize those areas where sponsors need the most help, and for asset managers and other product providers identify optimal pathways for increasing platform penetration.

[Click here to learn more about Retirement Planscape™.](#)