



Includes companies that provide internet services (e.g., online databases, interactive services), as well as companies that provide software whether for a specific customer or for mass production, and IT services (e.g., IT consulting, data processing services to other companies).

## INTERNAL USE ONLY

## CAPTRUST EXPERIENCE

## CAPTRUST AT A GLANCE

Clients – 71  
 Total Assets – \$10 billion  
 Plans/Pools – 76  
 Plan/Pool Types – DC (73), DB (2), NQ (1)  
 Top Providers – Fidelity, Empower, Principal

## EXPERIENCED ADVISORS

• Duncan McNiff (5)  
 • Jon Strickland (4)  
 • Jared Anderson (3)  
 • Keaton Brewer (2)  
 • Peter DiNardo (2)  
 • Paul Owen (2)  
 • Wes Schantz (2)

## INDUSTRY BACKGROUND

## POINTS OF INTEREST

- Publishers have focused on strategic acquisitions and product development in recent years; large software companies have frequently made nonindustry acquisitions to expand their portfolios.
- Open-source software will become increasingly prevalent in certain niche markets.
- Demand in this industry is and will remain relatively high with new companies expected to continue entering the industry at a steady pace.

## COMMON TERMS

- Application software
- Cloud computing
- Enterprise software
- Integrated system
- Open-source software (OSS)
- Remote
- Software as a Service (SaaS)
- Third platform
- Virtualization

## EXTERNAL RESOURCES

- Entertainment Software Association [theesa.com](http://theesa.com)
- Information Technology Industry Council [itic.org](http://itic.org)
- The Software & Information Industry Association [siii.net](http://siii.net)

## FOR THE CHALLENGER

## CHALLENGES

## Corporate

- Fast paced and highly competitive environment
- Talent is hard to find and tends to be migratory
- M&A activity; private equity targets
- In high growth mode but don't have the capital to do matching contributions
- High turnover, even affects committee turnover which establishes the need for a trusted advisor that is constant and can be the "go to" for all things plan related
- High demands and expectations surrounding cybersecurity
- Margins decreasing based on client base (e.g., higher education, government) and cost sensitivity

## Retirement

- Understanding best ways to reach employees. An aggressive plan design is helpful. Younger demographics so leveraging technology and multi-channel applications are critical. Gamification has value
- Helping participants understand the value of their benefits. Mainly a younger workforce the doesn't fully understand employee benefit packages. Want to be competitive in comparison to industry peers to support loyalty

## CLIENT OUTCOMES

- Ran a provider RFP due to current recordkeeper doing a poor job in supporting client. Helped in the selection of Vanguard, improving the provider relationship and experience
- Reduced plan expenses and fee leveling
- Even with a tech savvy workforce, have included 1:1 sessions as highly popular and valued
- Implemented auto features and individual advice
- Increased recordkeeper models, dedicated RMs, and internal client service teams