



# Corporate Wrap – a solution looking for a market?

SCOTTISH WIDOWS  
official pensions and investment provider

**The Providers View -  
What are the Success Criteria?**

Pete Glancy  
Head of New Business Development  
16<sup>th</sup> Sept '10

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As part of the Lloyds Banking Group, Scottish Widows is proud to be an Official Provider of the London 2012 Olympic and Paralympic Games

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**Press Headlines – April/May 2010**

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**Success Criteria**

“ If for our chosen market segment(s), we create sufficient value for each participant in the value chain, relative to the price and relative to the alternatives – we will succeed. ”

- Pete Glancy 2009, Mymoneyworks Business Case

- Market Segment(s)
- Sufficient Value
- Each Participant
- Price
- Alternatives

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# Corporate Wrap – a solution looking for a market?

**Success Criteria - Employees**

**We asked employees what they would value.**

Category	Employee Need (%)
HELP! - Guidance & Advice	~75%
Savings Products & Protection	~45%
Other Traditional Flex Products	~10%

- Trusted Guidance & Advice
- Advice Independent of Product "Push" / "Sale"
- Simplicity
- Ease of Access
- Security of Personal Data
- Discounted Products

Source: Scottish Widows Research 2008 and 2009

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**Success Criteria - Others**

Employers	Intermediaries	Shareholders
<ul style="list-style-type: none"> <li>• Staff attraction and retention</li> <li>• Create higher perceived value at same or reduced cost</li> <li>• Promote financial wellbeing</li> <li>• Reduced absence through stress</li> <li>• Employee Engagement</li> <li>• Data Security</li> </ul>	<ul style="list-style-type: none"> <li>• Platform on which to create value</li> <li>• Supports customer segmentation</li> <li>• Management Information</li> <li>• Integration with own propositions / platforms</li> </ul>	<ul style="list-style-type: none"> <li>• ROI from Direct Investment</li> <li>• Improved Capital Efficiency</li> <li>• Improved Margins</li> <li>• Improved Product Persistency</li> <li>• Improved Customer Retention</li> <li>• Increased "Good Will" Value</li> </ul>

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**"Corporate Wrap" OR "Workplace Proposition"**

- Workplace Propositions of the future will take the best elements of the following to create something new;

<p><b>Individual (Wealth) Wraps</b></p>	<p><b>Flex Benefits</b></p>
<p><b>Worksite Marketing</b></p>	<p><b>Financial Planning</b></p>

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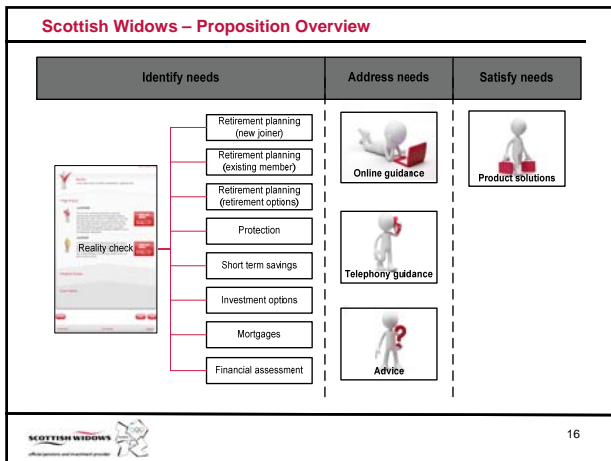
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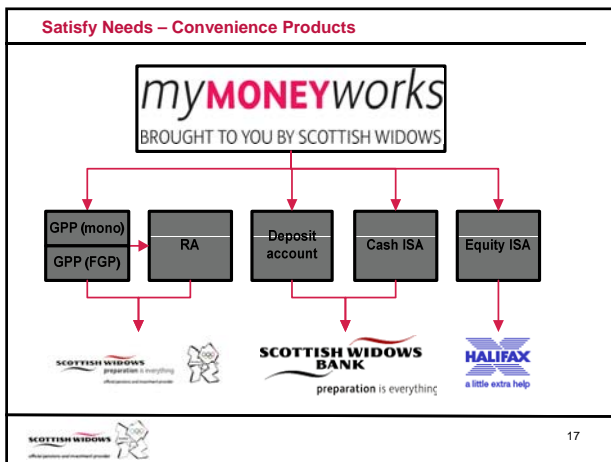
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## Corporate Wrap – a solution looking for a market?

**Success Criteria – The Providers View**

**For the chosen market segment(s), create sufficient value for each participant in the value chain, relative to the price and relative to the alternatives.**



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**Mandatory**

**Important notes**

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