

PlanChampionSM
Be a Champion for Your Clients

Enhance business development with targeted prospect lists and analytics

PlanChampion brings you BrightScope Beacon Report market intelligence

BrightScope[®]

BrightScope is part of MassMutual's PlanChampion program, a comprehensive practice management solution designed to help financial professionals grow and enhance their business.

Through BrightScope Beacon, MassMutual[®] helps financial professionals drive more targeted and effective business development efforts by converting a flood of data into simple, actionable intelligence.

BrightScope's hosted data management and analytics platform automatically converts industry datasets into simplified, actionable intelligence, helping you generate higher sales, foster higher retention, and bring a streamlined approach to management reporting and analytics.

Drive Growth, Retain Clients using the Right Data

Leveraging BrightScope's suite of solutions, MassMutual will help you easily benchmark plans, review plan details, and investment menus, and analyze territories to uncover hidden market opportunities. With BrightScope's Beacon, we can help you identify exactly where to target best efforts, products, and strategies that help win and retain business.

You can choose from Beacon's comprehensive proprietary datasets — and we can create pipeline reports with up-to-date information for any plan.

Retirement Plan Intelligence

Trended plan-level investment and service provider intel across 743,000 plans covering \$6.5T in assets. Data is sourced directly from the DOL, IRS, FOIA Requests, and Audited Financial Statements.

Financial Professional Intelligence

Detailed data for plan advisers, consultants, RIAs, dual-registered reps, and broker dealers covering 696,000+ active plan advisers (1.1M including inactive), over 101,000+ firms, and over 13,471 teams in the United States.

MassMutual leverages BrightScope Beacon to generate actionable insights that support your business development efforts, drive top-line growth, and deliver a 360-degree view of your clients, prospects, and products.

About MassMutual

For more than 170 years, MassMutual has operated under a single guiding principle: to help people secure their financial futures. Through its PlanChampion program, MassMutual extends this legacy by supporting its financial professional community with unparalleled retirement resources and actionable guidance to help them grow their business.

**For more information, contact MassMutual at 1-866-329-6277.
Access to certain aspects of the PlanChampion program may be limited.**

Talk to your MassMutual representative for more information.

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BrightScope is not affiliated with MassMutual or any of its subsidiaries.

MassMutual defines plan advisers as the financial professionals that provide service to defined contribution plans as fiduciaries under ERISA 3(21) or 3(38) only, even though the financial professional may offer other services outside of their investment advisory role.

MassMutual Investments is the marketing name for certain products and/or services of MassMutual and its subsidiaries, including MML Investment Advisers, LLC (MML Advisers). Investment advisory services of MassMutual Investments are provided exclusively by MML Advisers. MML Advisers is a subsidiary of MassMutual.

