

DesignLogicSM

Optimizing Your Design Efforts

What do you do when faced with a complex business challenge that involves conflicting objectives, such as redesigning a retirement program? Buck's DesignLogic tool uses Analytical Hierarchy Process (AHP) to facilitate group decision-making. DesignLogic provides an efficient process for prioritizing goals and evaluating design alternatives objectively. It easily accommodates all types of benefit programs. When designing, or redesigning, retirement, health and welfare, compensation or total rewards programs, DesignLogic will help you join multiple decision-makers in meeting your most complex business challenges.

The Buck process creates a single framework, applicable to all of your programs. Our top-down approach enables decision-makers to assess all possible designs objectively, without being unduly influenced by current trends or existing plan designs.

Throughout the DesignLogic process, we work with you to identify critical information about your organization, including your overarching benefit philosophy and plan design history.

We use DesignLogic to quantify the relative importance of competing objectives in an environment where decision-makers are free to discuss all options. Please see Figure One.

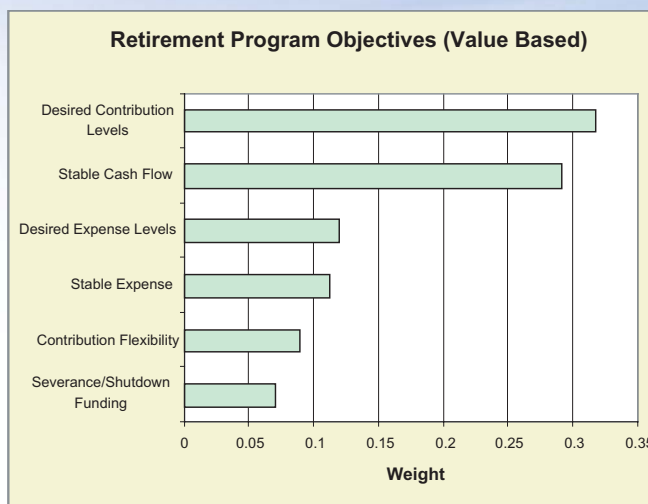


Figure One

Objective assessment of each plan design option leads to the design that is right for your organization.

DESIGNLOGIC: ANALYTICAL HIERARCHY PROCESS

The foundation of our decision methodology is AHP, the most highly regarded and widely used decision-making process. Designed by Thomas Saaty, Ph.D., a professor at the Wharton School of Business in the 1970s, AHP reflects the way we actually think.

AHP allows us to separate complex decisions into smaller parts. Objectives are prioritized by making simple pair-wise comparison judgments. By breaking down complex decisions into a series of one-on-one comparisons and synthesizing the results, AHP helps decision-makers arrive at a clear, rationalized, and collaborative decision.

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The resulting decision is one that is both easily implemented and easily communicated.

DEVELOPING THE SOLUTION

DesignLogic uses the following four-step process to lead you and your Buck consultant through any plan design , ensuring a choice that fulfills your goals.

1. Articulate and validate objectives and their alignment with your business strategy.
2. Use weighted pair-wise comparisons to quantify the importance of each objective.
3. Score all applicable plan design alternatives according to how well they meet each of the objectives.
4. Use weighted scores to identify plan design alternatives that fulfill your program goals.

Our process graphically compares various design options with your objectives, identifying how each will support or conflict with attainment of your goals.

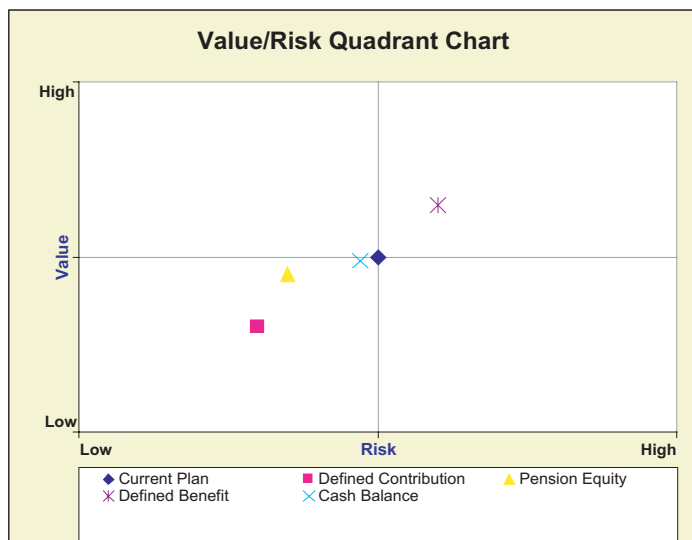


Figure Two

It is possible for more than one design alternative to be considered optimal based on different, but equally important objectives.

DesignLogic is one of a suite of Buck design tools, which also includes Retirement Program Designer® and DemographerSM available to support the entire design.

Our design decision-making tools will enable you to make confident, well-supported design decisions that meet your business goals.

For a demonstration of DesignLogic and to learn how our other tools can serve your organization, please email us at retirement@buckconsultants.com.