

**401kWire.com**

The insiders' edge for defined contribution executives!
an InvestmentWires' Publication

Monday, October 07, 2019

Andreski Makes an ADP 316 Alliance

The retirement plan folks at a payroll giant are teaming up with a recordkeeping TPA for a fiduciary service.

Today **Kristen Tweed-Andreski**, general manager of retirement services at **ADP**, **confirmed** the launch of *SMART-3(16)*, a fiduciary administration service available to ADP 401(k) plan sponsors of all sizes. *SMART-3(16)* is powered by a new ADP ally, **Pentegra**, **confirms** Pentegra president and CEO **John Pinto**. Watch for Pinto to make alliances with other providers, too

The Pentegra folks also partnered with **BlueRush**, a technology firm, to power *Retirement GuidePath*, a "personal video experience," Pinto tells **401kWire**. "They're helping us to automate a lot of the 3(16) fiduciary steps."

"Our *IndiVideo* platform will enable advisors who work with Pentegra to gather information conversationally and visually with plan sponsors and then generated personalized videos to drive improved engagement," states **Larry Lubin**, president of BlueRush. "We look forward to supporting Pentegra in establishing a new benchmark in streamlining and simplifying the management of retirement plans and increasing plan sponsor engagement."

The ADP partnership is the "first of this type of magnitude" for Pentegra, Pinto says. Pentegra already provides 3(16) services to "several hundred" retirement plans, he adds.

"We've partnered with ADP to provide 3(16) services across their book of business," Pinto says. "No matter what size the plan, we have a solution that will fit it."

Pinto lauds ADP as a "premier payroll company" and describes the partnership as a "tremendous opportunity" for Pentegra.

"Our clients were searching for a cost-effective solution to reduce their liability and the efforts associated with plan management, so they could spend more time on their business," Andreski states.

Looking ahead, Pinto aims to do more 3(16) team ups. He says that "the marketplace is waking up" to the importance of 3(16) services.

"We're hoping to have other partnerships like this," Pinto says.

Printed from: <http://www.I-Wires.com/story.aspx?s=60338>

**Copyright 2019, InvestmentWires, Inc.
All Rights Reserved**

[Back to Top](#)