



[aiim•Smart Statements]

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AIIM helps your Human Resource Department do more every day by...

RETAIN, MOTIVATE, RECRUIT TALENT

What companies and the media are saying:

"We are at the beginning stages of the most severe shortage of skilled labor in history. Plain and simple," says Roger Herman, chief executive of the Herman Group, a business futurist firm concentrating on workforce issues.

"There's been plenty of sound and fury surrounding the so called "war for talent," a term popularized by a 1998 McKinsey and Company report. What began mainly as a concern about the perceived scarcity of managerial talent seems to have expanded into general anxiety about recruiting and retaining skilled workers in general" CMC Canadian Management Centre excerpt from The Future of Attracting, Retaining and Motivating Key Talent

"Better compensation elsewhere is the top reason employee chose to leave their jobs in 2006," Source SHRM US Job Retention Poll Findings.

Understand

Everyday managers and companies are presented in the media with the challenge to Retain, Motivate and Attract talented employees. This is critical to the long term health and success of your business, large or small. Given the competitive market for talent it is essential that companies ensure that all of their communication is focused on the goal to retain, motivate and attract talent. Employee retention matters. Studies show that losing middle or senior executive costs an organization 100% or more of his or her salary. Employees no longer have the patience to sift through reams of print material. Often, they feel overwhelmed by the amount of information they get. Instead, they want personal communication that is specific to them—not static information that is addressed to all. They want it to be relevant, meaningful and as brief as possible.

Evaluate

AIIM has worked with a number of organizations to provide the ultimate in print communications product. "Smart Statements" are built on the leverage of providing information to employees that also serve as a tool to retain and motivate key talent. These personalized statements take the form of Total Rewards, Pension and Benefits Statements. In addition to delivering information, for example the Total Rewards statement shows an employee not just their salary but all the other benefits, monetary and non-monetary equivalents. These statements allow an employee to value their employee beyond their pay cheque. These documents are also a marketing vehicle for your employees to deliver key messages and missions to ensure an organization is executing the vision.

Communication
Tool

Care and Control of
Documents

Highly
Personalized

Key Message
Delivery

Manage

AIIM delivers an enhanced communication vehicle that leverages data driven logic in an understandable, easy to read document. The document is highly personalized and delivers the information graphically, in nicely organized tables, or sequential data in neatly formed statement lists. AIIM delivers this product through utilizing its programming, composition and digital print capability in colour or B&W. Also because these documents are highly personal, care and control of this data is paramount. AIIM provides that care and control through sophisticated logical and physical security programs.

Measure

- Care and Control of documentation – high security document handling.
- Highly personalized professional readable colour documents.
- Communication document to provide key company messages and missions.

