



Overview

Strategic Objective

Primebyte BA (Benefits Administration) is a fully integrated, on-line solution specifically developed to meet and exceed the unique business needs of three target clients:

1. **TPAs** (Third Party Administrators)
2. **Employers**
3. **Brokers** (agents and consultants)

The needs of our stakeholder clients are:

- **TPA** – their clients' (employers) satisfaction, comprehensive features and productivity
- **Employers** – employee empowerment and satisfaction and reduced administrative costs
- **Brokers** – business growth, enhanced customer (employers and employees) satisfaction and increased profitability

Primebyte BA satisfies these objectives at the lowest price in the industry.

Product Components

Primebyte BA has four component parts with integrated features that serve and compliment multiple components:

1. Benefits Administration
2. Agency Aids
3. Employee Portal
4. Systems Integration

Technical Summary

Primebyte BA is a 100% web-based product that utilizes MS SQL Server database technology for power and flexibility.

A national 3rd party host provider (ASP Model) provides high availability, security, recovery, virus protection and technical upgrades (included in the price).

This approach speeds implementation, reduces problems and risks, mitigates capital outlays and preserves the user's current technical investment.

Superior Product Functionality

Benefits Administration

Primebyte BA provides **on-line management** for all benefit providers and plans at the administrator, employer and employee levels.

Separate menus with **individual logins** and **passwords** provide unique functions for each user group. **Client-controlled tables** allow the system to be customized to meet individual needs.

Both standard and custom **reporting** is available with **data export** capability to MS Excel.

Agency Aids

BA provides several **CRM** (customer relationship management) and **task management** features including:

- Prospect management
- Contacts and Notes management
- To-dos and reminders
- Priority and grouping capabilities

BA provides **commission** calculation, controls and reporting. Several **reconciliation** features for premiums and commissions are also included.

BA includes several methods of gathering **survey** data.

Employee Portal

BA includes a very powerful and flexible employee portal that provides year-round usability.

BA Portal provides **universal on-line enrollment** for all benefit types and all carriers.

Customizable **on-line questionnaires** and **on-line forms** for employee data input are included.

BA Portal provides several forms of built-in **electronic messaging** (e-Msg) to each client:

- **Life event** maintenance
- **24x7** question and answer capabilities
- e-Msg **mass mailing** capabilities
- e-Msg **receipt confirmation**



Employee Portal – cont.

BA Portal improves administrator **productivity** by enabling managed responses (vs. interrupt-driven) to client needs, offering:

- **Message management** – input queue, reminders, electronic answering capabilities
- **Visibility** – metrics on who, what and when activities and responses occurred
- **Measurements** – capturing and reporting on time spent on each question and response

BA Portal provides a robust **document management** facility to enhance communications and serve as a corporate document repository. All document types are accepted. Usage includes:

- **Benefit plan descriptions** – from carriers or custom developed to meet any purpose
- **Employer communications** – transforming the **BA Portal** into the corporate on-line newsletter and document repository
 - Newsletters, announcements and company communications
 - Policies, procedures, guidelines and forms
 - Training, education, registration and scheduling
 - Questions, inquiries and clarification
 - Corporate identity and inclusion – values, calendars, etc.
 - Corporate and external services – applications and outside links

The **BA Portal** also **collects data** making it an input device for new or existing systems.

Systems Integration

The **Primebyte BA** database architecture allows it to communicate with other systems. It can **import** (accept and update **BA**) or **export** (send data in any format needed) to virtually any system.

This important feature allows clients to integrate it with existing or new systems and preserve their existing IT investment.

Benefits

The **Primebyte BA** product provides **improved communications** and **customer service** capabilities.

Dual **branding** as part of the **BA Portal** increases visibility for employers and TPAs/Brokers.

Employers will benefit from enhanced **information exchange** and **reduced operation costs** as a result of **BA** export/import capabilities.

TPAs and broker/agents will benefit greatly by offering the **BA Portal** to their clients, differentiating themselves from their competition and gaining a **competitive advantage**:

- **Retaining** existing clients becomes much easier based on the features provided, thus creating a significant barrier to exit
- **Gaining** new clients is made easier by offering these features as part of the proposal
- **Revenue generation** (vs. expense) is an option based on our exceptional price

Pricing

Primebyte BA is positioned to be the **lowest cost provider** of superior functionality making it the **best value per dollar** in the industry (providing \$3.50 - \$6.00 comparable functionality for \$1.00-\$2.00).

Pricing components include:

- One time **set-up** fee
- **Monthly usage** fee based on employee covered (*we guarantee to beat any comparable service*)
- **Annual maintenance** fee
- **Form mapping** fee – for on-line enrollment

User training, data migration, systems integration, custom reporting and additional storage/bandwidth charges are size dependent and priced accordingly.

Primebyte BA - Innovative business software that maximizes profitability