

HOW TO STAND OUT AGAINST THE COMPETITION

—— with emerging tech ——



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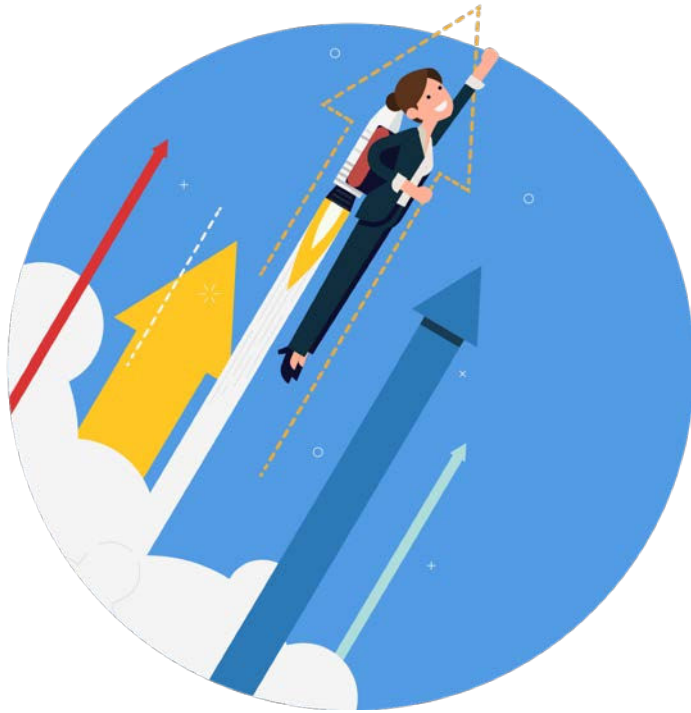
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Tech Adopters

- Early adopters
- Luddites
- Strategic

**So why are clients looking
for technology?**

The Market Matches HR's Tech Needs

- HR Tech Industry worth \$14.5 billion
- HR Tech market projected to grow to \$22 billion by 2022
- \$1.2 billion in investment funds

Why do clients need technology?

- Focus on People
- Central Database
- Easy Access
- Avoid Duplicates
- Seamless Integrations

Where They See Benefits

Administrative Needs

Compliance Support

Enhanced Employee Experience

Where They See Benefits

- **Administrative Needs**
 - Eliminate/reduce paperwork
 - Reduce costs
 - Reduce storage space
 - Reduce wasted time finding correct forms
 - Reduce filing time





It just makes sense (and cents).

- Onboarding with no software: 11 hours/week
- Onboarding with automation: 5.5 hours/week

If you're onboarding 30 employees per year, that's a savings of 165 hours.

And for someone earning \$65,000 per year, that's a savings of \$5,450.

Where They See Benefits

- Compliance Support
 - Easier to meet ACA requirements
 - Employees can access required notices
 - Streamlines the enrollment process
 - Time stamps for dated forms



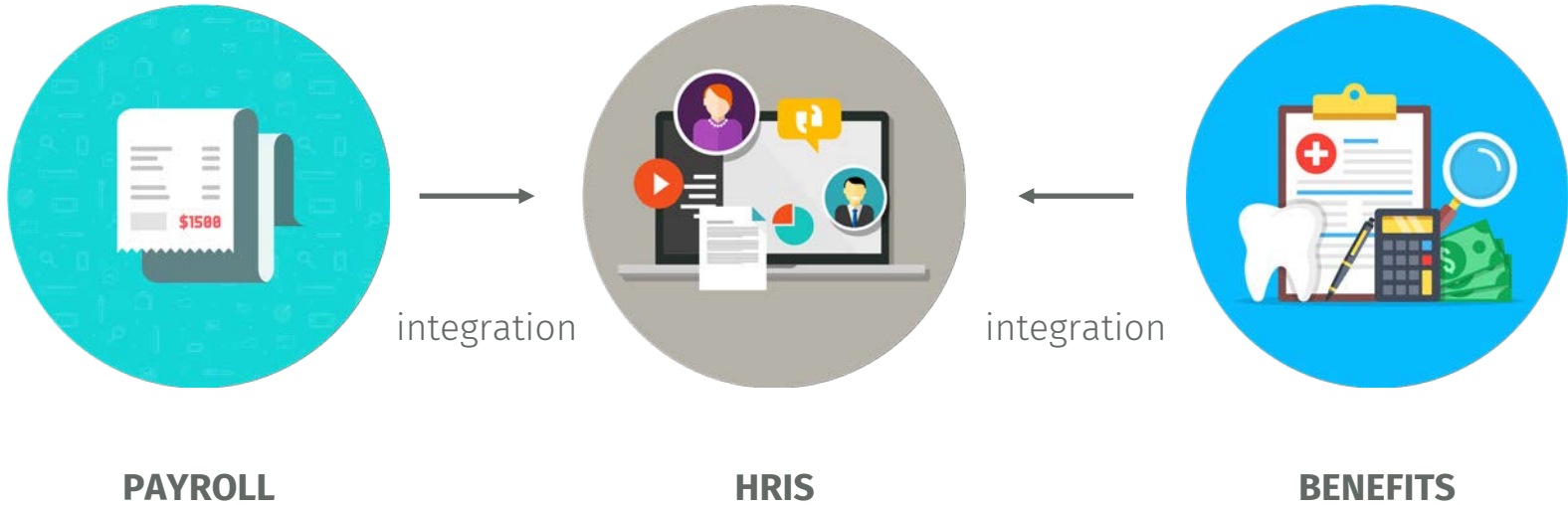
Where They See Benefits

- **Enhanced Employee Experience**
 - Streamlined onboarding experience
 - Better first days
 - More convenient than paper
 - Team transparency
 - Self-service



How to Stay Relevant on a Playing Field with Large Retail Brokers

Specialized Software Platforms



Staying in the Equation

- Keep the personal touch
 - Make software recommendations
 - Take time to understand integrations
 - Be strategic
 - Work together with technology

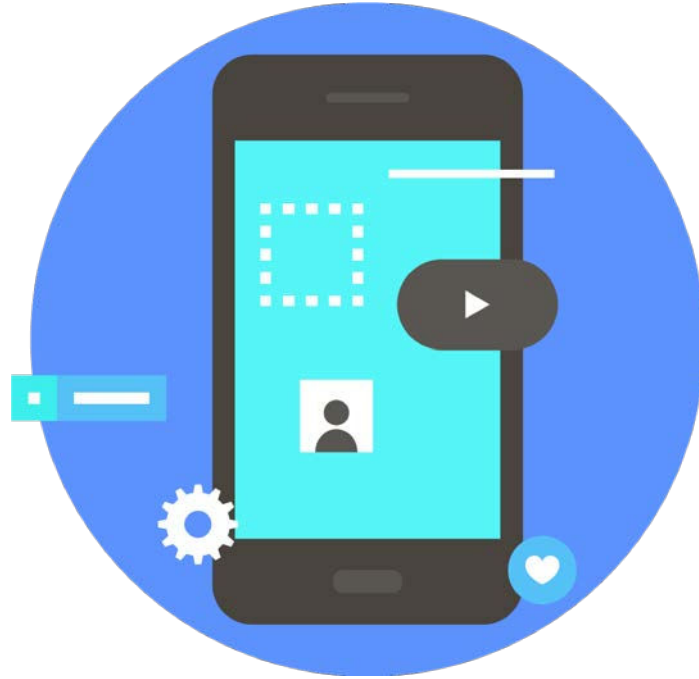


Recommending Tech to Keep Current Clients and Win New Business

What to Look For in Third-Party Tech

- **Integration capability**
 - What are your clients' current programs?
- **Customer service**
 - How will the tech provider support your clients when they have questions or issues?
- **Client company size**
 - Not all tech solutions are created equal.

Understanding Tech and Making Recommendations



An Effective Integration



Questions?

Thank you!

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