



Driving You To Success

***PAYROLL/RETIREMENT/BENEFITS CONSORTIUM IN ORANGE COUNTY, CA
IMPROVES END-CLIENT EXPERIENCE AND DRIVES REVENUE INCREASES FOR
CONSORTIUM MEMBERS***

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Overview:

In response to end-client frustration with large, legacy payroll providers attempting to be “one-stop shops” for client needs ranging from payroll to recordkeeping to benefits and more, PayBridge continues to innovate around these companies through the use of local marketing consortiums. These consortiums are made up of firms who are individually leaders in their areas, who now work together on a non-exclusive yet well-coordinated and innovative basis, to present a unified, Best of Breed set of solutions to end-clients, increasing operational efficiencies while reducing costs.

A Case Study in End-client Frustration

Take the case of an Orange County, CA based provider of web-design and creative interactive media solutions, who for years had been frustrated with slow response and poor client service from one of the “Big 3” payroll companies. While the payroll company promised to integrated a number of different services including payroll and retirement, this “one company” actually approached client service in a fragmented, “silo-ed” way. Promises about seamless payroll and retirement were not meant. When basic payroll processing mistakes were brought to the attention of the payroll company’s 800 call center, the end client would get different answers from different support reps, few of whom knew anything about the client’s business. More disturbing, the payroll company’s sales person gratuitously offered incorrect advice on workers compensation matters – placing the client in jeopardy of running afoul of the Bureau of Labor and incurring significant fines.

“One-Stop Shop” v. Best-of-Breed Solutions from Locally Accountable Providers

Fortunately end-client’s retirement advisor – with whom the web-design firm had a enjoyed a long and professionally successful relationship – was aligned with PayBridge as part of a local consortium of Best of Breed service providers in payroll, third party administration and plan design, benefits, retirement planning and record keeping, and CPA services. This local consortium enjoyed excellent working relationships among its members, who of whom were all leaders in their fields. Additionally, there was operational integration, which when coupled with the timesaving advantages of Web-based payroll, enabled the end-client to regain 50 to 80 hours annually in time formerly spent on repetitive

spreadsheet calculations and in waiting for payroll reports – *time which could now be spent on things of true strategic importance to the client's business.*

But the advantages of dealing with the local consortium went way beyond operational streamlining. For one thing, the end client now had local accountability. Also a philosophy shared among the consortium members was that of having client-assigned support specialists, which eliminated the frustrations of never being able to reach the same person twice. Best of all, by moving away from the legacy provider, the end client realized both operational streamlining and significant cost savings. The fee structures of the consortium members were simply much more competitive versus “one-stop” behemoth that had for years increased fees annually without any true improvements in client operations or service quality.

Advantages for Consortium Members, Too

For the consortium members, besides improving the operations and reducing expenses for the end - client, they also found the consortium structure provided:

- Cross-referrals on leads and joint marketing efficiencies
- Peace of mind dealing with “known quantities” with local accountability and superior service models
- Increased revenue streams, new client acquisitions, and defense of existing clients
- The ability to leverage consortium partners to provide a comprehensive, Best of Breed solutions set, to aggressively acquire new business, while protecting existing clients from competitors
- Minimal – if any - agenda conflicts among the consortium members

- Shared cultural values of long-term client retention, and never taking clients for granted

Summary

As a national leader in the area of Web-based, real-time “Software as a Service” payroll, tax filing and timekeeping solutions, PayBridge continues to build upon the use of these local consortiums as it grows. The collective cross-referral potential and client-touch of the members combined is truly impressive, and it allows each of the members to leverage doing what it is they do best. This better serves the clients and allows the consortium members to work together in a non-exclusive, but dynamic and well-coordinated way to help each other increase revenue streams and open doors that may not have been accessible before.

About PayBridge...

Founded in 2006, PayBridge is a nationally recognized leader in Web-based, Software-as-a-Service payroll solutions. In addition to enabling clients to process payroll in minutes versus hours compared to legacy payroll companies. PayBridge further allows clients to regain valuable time by integrating payroll with retirement and eliminating manual, repetitive data handling. PayBridge has operations in Washington, DC., Cleveland, OH, and Laguna Hills, CA, in addition to strategic alliances / operational integrations with leading fund families and Third Party Administration firms across the country.