

About BTA Benchmarking

What Sets Us Apart



BTA believes in giving **greater power** to clients, through a product geared toward mid-market employers.



The **comprehensive** comparison report is designed for employers to make the best benefits decisions possible.



BTA also allows agencies additional opportunities to **serve employers** by showing where an employer stands against multiple benefits types



BTA Benchmarking Report **Differentiators**



DATA INTEGRITY

BTA data is pulled and systematically supplied from rules based ben admin systems, eliminating inconsistencies with manually entered data.



GRAPHIC DISPLAY

With graphs and charts to show the data which allows employers multiple ways to digest the information.



SUMMARY INSIGHTS

BTA reporting will automatically calculate summary insights and provide instant recommendations to improve the competitiveness of their benefit programs.



CUSTOMIZED BRANDING

BTA reports include agency and employer logos on the comparison report.



FUNDING ANALYSIS

BTA shows what companies are doing in terms of employee vs employer funding within the benchmark.

The BTA Advantage

Provides near **"real-time"** data

The **only** benchmarking product focused on **mid-market** employers

Allows for agency **branding** and **customization**



Background and Objectives



Benefits Benchmarking For Mid-Market Employers



Benefit Technology Analytics (BTA) is a sister company of **Benefit Technology Resources**, the leading HR Technology Consulting firm in the U.S. BTA was formed to add value for its customers by helping them understand how their **Employee Benefits** compare to other companies in terms of **cost** and **coverage**.

BTA understands the **ever-changing** insurance market and your agency's need to differentiate from your competition. The **BTA Benchmark** report provides powerful and **actionable insights** into both the state of the insurance market and an employer's **specific comparison** within the market.

Reporting Features & Customization



State of the Market Analysis Portal

Easily analyze across multiple regions, industry and group size categories .



Prospective Client Reporting

This agency branded report provides powerful insights & data that allow prospective clients to see one of the ways you are different from your competitors.



Client Benchmark Presentation

This hard-copy graphic report, branded with your agency logo and custom style, allows you to compare benefit plan details for your client to a targeted data cut, such as Industry, Employer Size, Region, and Plan Type.

