

Welcome to Bnchmrk

MODERN BENCHMARKING POWERED BY REAL EMPLOYER PLAN DATA



Find Your Benefits Balance

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Agenda

- 01 The Value of Benchmarking
- 02 Intro to Bnchmrk: Features & What you get
- 03 Report Overview and Platform Tour
- 04 Scoring Overview
- 05 Benchmarking Workflow
- 06 Support Resources

The Value of Benchmarking

Identify Strengths & Opportunities



Understand Competitive Advantage



Make Data-Informed Decisions



Monitor Continuous Improvement toward Goals



An Objective Tool, backed by Validated Data

Smarter Benchmarking with Bnchmrk

Bnchmrk platform is....

12,000 employers.

77,000+ benefit plans.

One intuitive platform for validated, objective benefits data.

Who's it for?

Brokers. Consultants. Employers.

Validated, objective benefits plan and pricing data.

What it solves?

Provides access to a data layer of employee benefit plans and costs for competitive benchmarking and understanding markets.

Bnchmrk Features

Big Data Platform

The largest set of validated employers and plans in the market.

Instant, Validated Data

Data quality that you can trust for up-to-date and accurate information, ready when you need it

Flexible Filtering

Combine industry, location, and employer size to tailor analysis of your competitive market.

Intuitive Report Design

Clean reports, summary insights and composite scoring for Executive-ready presentations.

What you get: Insights, Benchmarks & Market Insights

Competitive Benchmarking

Market Context for peer organizations

Summary Insights: Strengths & Opportunities for your client

Monitor Continuous Improvement over time

Market Awareness

Market Context: what does competitive advantage look like?

Prevalence of key benefit features

Informed Decision Making

ANALYSIS

*APPLES TO APPLES / PLAN
TYPE COMPARISONS*



KEY FEATURES

EACH DATA POINT IS ASSIGNED RANK

Scores 0 - 100



WEIGHTED PLAN SCORE

PLAN TYPE SPECIFIC WEIGHTS APPLIED



BENEFIT / EMPLOYER ROLL UP SCORE

BENEFIT WEIGHTING IS APPLIED

Scoring

Key Plan Features, assigned a comparative rank/ score

Target balance, Not Excellence



LIMITED

May be lean coverage, risk of under-coverage

Scores 0 - 25



BALANCED (TARGET)

Competitive and cost effective, the strategic sweet-spot

Scores 26 - 74



ROBUST

Comprehensive benefits, but potentially over-insured.

Scores 75 - 100

How to use Bnchmrk

The workflow: Data to
Actionable Insights in 3
Steps!

1

Add your Client

Enter basic employer details and input selected plans.

2

Select your Cohort

Drill down to your exact peer group using filters for industry, location, size, plan type.

3

Generate your Report

Get your composite score and summary insights that evaluates the client benefits.

Support Resources

Its easy to get started - and Keep Going!

Training & Education

Register for ongoing trainings

Robust Support menu with detailed guidance

Knowledgeable Support Team

Email support available

Available for live support

EMAIL ADDRESS

support@bnchmrk.com

WEBSITE

www.bnchmrk.com