

## Elevator Pitch

SAP U.S. Benefits Administration by Benefitfocus helps companies optimize the return on their benefits investment with a unified, cloud-based platform — Benefitplace™ — designed to simplify administration, increase employee engagement, and reduce unnecessary spend. Through personalized plan recommendations, mobile-first experiences, and deep automation, Benefitfocus modernizes the benefits lifecycle for SAP SuccessFactors customers, addressing the rising complexity in workforce benefits management.

## Solution Differentiators

- Full mobile enrollment & communications from day one.
- Supports 100+ benefit types across multiple vendors with native integrations.
- Event-driven messaging to segmented employee groups for better engagement.
- Data-driven UX — optimized for U.S. healthcare consumerism and HR compliance.
- Proven cost savings and improved employee satisfaction.

## SF Compliment/Extend

- Extends SuccessFactors Employee Central with deep capabilities in U.S. benefits administration.
- Embedded experience for full benefits enrollment, decision support, and real-time visibility.
- Seamless integration via OData APIs, SAP BTP, and configurable data exchange connections (100+ vendors supported).

## Feature Function

- **Enrollment Hub:** Unified platform for health, voluntary, and consumer-directed benefits.
- **Personalized Benefits Shopping:** AI-based plan recommendations based on employee needs and cost preferences.
- **Mobile App:** Native iOS & Android app for learning, selecting, and managing benefits on the go.
- **Decision Support Tools:** Integrated estimators, videos, and calculators to guide employee choices.
- **Dashboards & Reporting:** Real-time data analytics to track participation and spot trends.

## Customers

- Benefitfocus supports a wide range of mid-size to large U.S. organizations, streamlining benefits administration and enhancing engagement:
- National Express LLC (~20,000 employees): Transitioned from a paper-based enrollment model and 10+ vendors to a unified Benefitplace™ platform. Now maintains a lean in-house benefits team while expanding offerings like pet insurance and COBRA services.
- Milliken & Company (~6,000 employees across 30+ locations): Digitized open enrollment, centralized processes, reduced administrative burden, and enabled HR scalability via integration with SAP SuccessFactors.
- AVI-SPL: Improved communications for its geographically dispersed workforce using targeted, event-driven messaging powered by Benefitplace™.

## Target Customers

- ICP: U.S.-based enterprises with 1,000+ employees offering complex or high-volume benefits across diverse worker populations.
- Industries: Retail, Manufacturing, Professional Services, Healthcare, Public Sector, Technology.
- SAP Module Integrations: Employee Central, Payroll, Time & Attendance (via SAP BTP or OData).

## Customer Value

- Increase in employee engagement & benefits utilization.
- Reduction in time and cost of administering complex U.S. benefits programs.
- Improved retention and talent acquisition with competitive, transparent benefit offerings.
- Seamless experience from onboarding to open enrollment, reducing HR burden.

## Contacts

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