

The Future of EaseCentral

2016 was a big year for EaseCentral. We added major features to simplify your workflow, key integrations to help you generate more revenue, and even built new tools to help your groups better manage their employees and business. In case you missed some of our major releases throughout the year, here are some highlights:

NEW FEATURES

- ✓ **Spanish** language for employees throughout onboarding and benefits enrollment
- ✓ Ability to create **custom reports** and save these reports as templates
- ✓ **Manage Changes filters**
- ✓ **Major open enrollment updates:**
 - You can select which plans should be included in OE
 - Employees see their current election when enrolling
 - New hires can enroll during OE in the current plan year, then complete their OE elections
- ✓ HRIS, a major HR add-on with Time off tracking, company directory, and performance reviews
- ✓ **Plan libraries** to make it easier to set up the same plan for multiple groups
- ✓ **Marketing Center** to access product information and resources to share with your groups
- ✓ Auto-generated side-by-side plan comparisons for employees

3rd Party Integrations

Carriers: Colonial Life, Unum, Transamerica, and Health Partners

Payroll providers: Paylocity, TRAXPayroll, and Payroll City

Rate Quoting: Limelight

Suffice it to say, EaseCentral at the start of 2016 looks a lot different than it does today. We're committed to continuously adding to the platform to provide the best software to simplify your business, increase engagement with your groups and gain visibility into your processes.

As part of our continued development of the platform we recently conducted a study of EaseCentral brokers who's groups used EaseCentral Onboarding in addition to Online Enrollment. We found that brokers who didn't have onboarding implemented with their groups had customers leave at 3x the rate of brokers who had onboarding.

We're glad to share that today 1 in 10 groups on the EaseCentral platform use the EaseCentral Onboarding feature however, we believe that as more functions of small business move online and millennials make up a larger part of the workforce, online onboarding will become as fundamental as online enrollment. Every small business has some form of onboarding, a process that shares steps with the benefits process, and we're dedicated to helping you and your groups to provide a seamless experience to employees.

When your subscription renews after April 2, 2017 EaseCentral's Onboarding feature will be included in the price of your EaseCentral subscription. If you were paying for Onboarding you'll no longer be charged.

To learn more about employee onboarding you can access a [fact sheet](#), [watch a demo video](#) and/or attend one of our [upcoming webinars](#). We've also created a new Onboarding brochure to share with your groups. You can generate one with your logo and in your EaseCentral Marketing Center today.

EaseCentral is evolving and so is our pricing. Today we're announcing new pricing for Pro, Agency, and Enterprise subscriptions:

PRO	AGENCY	ENTERPRISE
\$349/ month	\$649 / month	\$1,199 / month

This new pricing is effective April 2, 2017 and will impact you when you when your subscription renews. If your subscription is set to renew on or after April 2, 2017 it will renew at the corresponding price above.

Even after all the growth we've seen in 2016, we're confident saying that 2017 is going to be our biggest year yet. We're launching new integrations with ADP, Washington National, and Covered California to simplify benefits and HR for your groups, a custom documents creator and other HR tools, new ways to generate incremental revenue, and we'll continue to add marketing tools and materials to help you talk to your groups about all EaseCentral features.

Thanks for your continued support,

David Reid and Courtney Guertin, Founders of EaseCentral