

Distributor/Partner

Motivano's Partner Program has been extremely successful for our Partners and their clients, and is the engine of growth for our business together.

Motivano offers its Partners four key benefits:

- A suite of new client products and technologies to give you a competitive advantage
- A source of new revenue streams from existing and new clients
- A highly developed program to provide you with comprehensive sales, marketing and client implementation support
- A no risk opportunity, with no up-front investment



Competitive Advantage - a suite of new client products and technologies:

In today's competitive market, it's not enough to offer similar products as your competitors around the same price. Employers are looking for ways to save time and money while offering their employees more benefits. They are looking for easy-to-use technology solutions and a broad offering of competitive benefit products. That is exactly what Motivano's SmartWay Benefits Portal delivers.

Motivano's SmartWay is a multi-tiered, client-branded portal providing fully integrated access to employee benefits products, tools and providers, which:

- Enables the showcasing of benefits along with their relevant information
- Provides the ability to select, register and enroll
- Offers a range of payment technologies to enable easy purchasing
- Provides access to ancillary tools – such as calculators, reports and employer alerts

SmartWay enables our Partners to provide their clients an unlimited number of employee benefits and tools. These benefits may include core healthcare as well as voluntary benefits and other perks. They may also include benefits that you, our Partner, wish to include, or benefits your client may request to add. Tools offered on SmartWay include a portfolio of calculators, an enrollment system, payment technology, a suite of reports and many others.

For your clients, access to a wider selection means greater choice and price competition. Many of the benefits offered on SmartWay are free to the employer. Also, accessing everything through a single, fully integrated platform saves them your clients time and money.

New Revenue Streams – from existing and new clients:

Adding substantial new revenues for our Partners is the principle goal of Motivano's Partner Program. This is achieved in two key ways:

- Motivano's technology enables the employer to offer more benefits by making it effortless to showcase and then enable enrollment. Motivano's platform manages multiple payroll deductions on behalf of clients, removing another administrative burden. The result is that more benefits are offered and consumed, generating greater revenue streams for our Partners.
- By having all aspects of benefits management on a single platform, it is easier for employees to view what's available, use tools to help them choose, select what they need, enroll and choose how they wish to pay. The result is higher employee participation rates.

Sales, Marketing, and Client Implementation Support:

Sales, marketing and client implementation support is truly why we get rave reviews and glowing references from our Partners. Everything we do in this area is completely focused on helping you contact, educate, and deliver to your clients everything and anything they need to successfully offer their employees your benefits.

The success of our Partner Program is predicated on both Motivano and the Partner:

- Providing executive level sponsorship
- Working together to develop a business plan specific to your business
- Agreeing to adhere to mutually agreed deliverables and deadlines

Motivano then provides you with:

- A dedicated Account Management Resource
- A quantitative analysis of your client base and a recommended launch strategy
- A detailed Project Deployment Plan
- Training for your sales and support personnel
- Group Webinars for your clients and prospects
- Cobranded marketing/education materials (email templates, flyers, proposals, payroll inserts, etc.)

No Up-Front Investment:

Ensuring that our Partners are never out-of-pocket is central to our Partner Program's success. Unless we are requested to provide a high level of customized work, we never ask for setup or other up-front fees. Only when you sell a benefit does Motivano make any money. We prefer that our Partners use their funds to expand their client base – that benefits both of us. If you do not feel Motivano's Partner Program is right for you, or if this is not the right time for you to enter the Program, you may wish to consider becoming a Motivano Referral Agent. Please contact us for more information.

About Motivano

Founded in 1999, Motivano is a leading employee benefits technology company, providing solutions that deliver convenience and cost-savings. In the last 5 years, over 4,000 companies and government organizations have signed on with Motivano. Clients include numerous Fortune 500 and government employers, such as Wachovia, Citi, GSK, Time Warner, and the State of Delaware, as well as thousands of small to mid-size companies.

Motivano's Smart suite of products includes:

SmartWay	Benefits Portal
SmartEnroll	Benefits Enrollment Platform
SmartPay	Voluntary Benefits Administration
SmartCash	Employee Payroll Card
SmartPaystubs	Online Paperless Paystubs
SmartSavings	Member Discount Marketplace
SmartAwards	Employee Incentive Card