



United Benefit Advisors Empowers Members with Elluminate

United Benefits Advisors (UBA) is an alliance of the nation's premier independent benefit advisory firms. UBA is a unique national corporation that brings together the expertise, products, and services of many of the country's most successful and respected independent employee benefits firms. One of the nation's largest privately held employee benefits advisory organizations, UBA has over 1,000 experienced benefits professionals located in 70 offices across the country.

By combining diverse talents, seasoned experience, innovative technologies, and strategic partnerships, UBA member firms offer exceptional employee benefits advisory services unmatched in the industry, including benefits consulting and brokerage services and best-in-class products, to nearly 10,000 private corporations and public employers. As trusted advisors, the company helps its clients manage over \$4 billion annually in employee benefit expenditures on behalf of 1 million+ employees and their families.

The Challenge: Interactive Member Training Tool That Worked

Since its inception less than a year ago, UBA has grown from 15 members to more than 70. According to René Michaels, Vice President of Marketing and Technology Services for UBA, the company needed an online platform to conduct training sessions for its technology tools that enabled members to see screens and use the mouse like they would in person.

The selection process was a lengthy one as UBA thoroughly researched and evaluated a number of vendors and products. "We were very close to selecting one of two systems when we discovered problems with mouse latency and poor graphics quality when sharing applications and desktops," said Michaels. "Our requirements were to find a platform that was easy to learn and use and whose list of features worked without fail. Elluminate consistently achieved those goals throughout our evaluation process."

With Elluminate *Live!*, the demos worked well, there was no mouse latency, and the graphics looked good," continued Michaels. "With all our tests, including voice over IP at different connection speeds, Elluminate was the most consistent. In short, it worked."

The Solution: Easy-to-use Virtual Classroom, Conference Room

Jeff Hill is UBA's Director of Technology Services. "With our existing Internet-and-phone training method, our members couldn't see the same screens or use their mouse," he explained. "We wanted the benefit of face-to-face training where we could monitor their use of the software, but we wanted to do it over the Internet to reduce cost. With Elluminate *Live!*, we have the best of both worlds without the huge investment of time and travel."

What UBA achieved with Elluminate *Live!* Enterprise Edition

The same content and interaction as a live training session

Elluminate *Live!* enables UBA to mirror the activity of instructor-led training—with the same results.

Dramatically reduced training costs for UBA and its member firms

With Elluminate *Live!*, UBA can eliminate travel and conference calls, while its members can introduce new products via recorded sessions—at a fraction of the cost of a training video.

Flexibility and scalability built in for the future

Elluminate helps UBA continue to add value for its members as their numbers grow—providing training, support, and scalability for a changing industry.



What makes Elluminate the clear choice for live eLearning?

- Crystal-clear audio with voice over IP
- User-friendly, intuitive interface that's easy to use and customize
- In-sync communications, regardless of connection speed and quality
- Universal operation in Windows, Mac, and Solaris environments
- ESP Moderator Tool Set ensures best user experience
- Greatly reduced travel budgets
- No more costly, inconvenient conference calls
- Best-in-class return on investment, with no per-minute charges
- Accessible, responsive customer service

According to Hill, Elluminate *Live!* has been very easy for the members to use. "Our biggest challenge was that we didn't want the medium to be a distraction," he said. "With Elluminate *Live!*, the user adaptation time is incredibly quick, so members can concentrate on content, rather than the technology used, during training sessions."

In addition, each UBA member firm has access to an Elluminate *Live!* environment to use for meetings with its own clients, along with the ability to archive recorded sessions for later use. "We had to have a solution that recorded sessions and was compatible with multiple platforms," said Michaels. "Our members use a master calendar to reserve a date and time, enabling us to manage the session seats we have available, and we keep a library of session recordings for them."

The Result: Flexible, Scalable Core Tool That Adds Value

According to Michaels, the employee benefits industry is a changing one that requires significant training and support. "We envision producing pre-recorded training sessions, enrollment process guides, recruitment aids, and various other employer-employee communication pieces using Elluminate *Live!*. Those pre-recorded sessions would then be linked from the employer's EBC, an online employee benefit center where employees can access their benefits information and health and wellness resources. "Elluminate *Live!* has the flexibility and scalability we need to help our member firms be creative and offer these types of innovative solutions. It's more efficient than in-person training and much less expensive than producing training videos."

"The surprising thing has been how creative our members have been in using Elluminate *Live!*," added Hill. "For example, one member had a new third-party administration product available. He recorded an Elluminate *Live!* training session and put it on his Web site as well as on CD to send to his clients, enabling him to introduce a new product without the need for office visits or conference calls. This is great when you have as many products to roll out as our members do."

"We're excited to have Elluminate *Live!* as another core tool to offer our members," concluded Michaels. "We looked at many online tools in the marketplace, but Elluminate *Live!* has everything we need without the unnecessary features that detract from the ease-of-use of the tool."

Elluminate, Inc. 1000 West McNab Road, Pompano Beach, FL 33069
954-781-7958 866-388-8674

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