



Benefitfocus

Next Generation Benefits Administration

**Vendor Assessment
Report Abstract**

October 2019

**By John Willmott
NelsonHall**

10 pages

research.nelson-hall.com





Who Is This Vendor Assessment For?

NelsonHall's Next Generation Benefits Administration in North America: vendor assessment for Benefitfocus is a comprehensive assessment of Benefitfocus' benefits administration offering and capabilities, designed for:

- Sourcing managers and operations executives investigating developments within the benefits administration market
- Vendor marketing, sales and business managers developing strategies to target service opportunities within the North American benefits administration market
- Financial analysts and investors specializing in the business process and operations transformation services sector.

Key Findings & Highlights

Benefitfocus was founded in 2000 and traditionally focused on two markets:

- Large medical carriers and payers: serving 150K small and medium-sized employer groups (1-999 employees) in the U.S. largely following the profile of U.S. companies nationally
- Direct to employer: serving ~1,000 organizations with >1,000 employees.

Overall the company supports ~25m U.S. employees and members.

However, following a change of leadership in 2018, the company introduced a new strategy and ambition is repositioning from a "software company" to a "platform company", "shifting its focus to consumer lives and ARPU and leveraging channel partners and brokers".



Scope of the Report

The report provides a comprehensive and objective analysis of Benefitfocus's offerings, capabilities, and market and financial strength, including:

- Revenue summary
- Analysis of the company's benefits administration offerings
- Analysis of the company's customer base including the company's targeting strategy and examples of current contracts
- Identification of the company's strategy, emphasis, and new developments within its technology and services
- Analysis of the company's strengths, challenges, and outlook

Contents

1.	Background	
2.	Revenue Summary	
3.	Key Offerings	
4.	Delivery Capability and Partnerships	
5.	Target Markets	
6.	Strategy	
7.	Strengths & Challenges	
	7.1 Strengths	
	7.2 Challenges	
8.	Outlook	

Report Length

10 pages

Report Author

John Willmott

john.willmott@nelson-hall.com