

## Why bswift?

Just ask Donna M. Kratz, SPHR, Senior Manager, Benefits at Blackboard Inc., a leading provider of e-education enterprise software applications and services based in Washington, D.C. Blackboard is a fast-growing, publicly-traded company with over 1000 employees.

When Kratz went shopping for an online benefits system, Blackboard was still using a primarily manual process for benefits enrollment and administration. Although United Healthcare offered a few online tools, enrollments had to be done via paper. Also, because Blackboard's ERP system did not have a cost-effective export capability, the HR staff had to manually enter data into PeopleSoft as well as into every vendor's system. So when Kratz came across bswift, she was immediately impressed by its ability to meet her two most important criteria: experience interfacing with PeopleSoft and strong EDI vendor feed capabilities.

Blackboard was also impressed with bswift's strong reporting capabilities. "There are only two of us administering benefits," explains Kratz, "so we don't have the time to understand Crystal or the other complicated query programs. The bswift reporting system provides many standard reports and makes it easy to create our own reports. The Billing Reconciliation report has definitely helped us save money in terms of not overpaying carriers," continues Kratz. "The UHC billing is very complicated and this made it much easier to reconcile on a monthly basis."

bswift's pricing model was a big selling point to Kratz as well. "There weren't a lot of 'add ons' or hidden fees, and right from the start I was able to have a good ball park figure of what it was going to cost me," says Kratz. "It made it very easy to present a solid business case to my Executive VP of HR based on the cost and time savings."

Once the approval was given to move forward with bswift, a quick and easy implementation process was vital, given the limited time and resources of Blackboard's benefits staff. "I've transitioned through many plans and many services in my 21 years working in benefits and this has been by far the easiest transition and the least time consuming," says Kratz. "The professionalism of the implementation team was phenomenal. They understand human resources and benefits so you don't have to waste time explaining things like HIPAA laws or COBRA laws. That was a critical factor for me in my decision to work with bswift."

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In addition to bswift's online benefits enrollment functionality, Kratz uses several HRIS features on bswift, most notably the "User Administration" tool for storing and tracking employee data. One search by employee name, Social Security number or Employee ID pulls up all of the employee's data. "With my ERP system, I have to do separate searches for employee addresses, salary, title, etc.," explains Kratz, "so now I just go into bswift – it's so much quicker." Kratz is also excited to use bswift's Leave of Absence tool to track FMLA leaves. "We've got it on PeopleSoft," says Kratz, "but you need a degree in Crystal to be able to use it. The bswift product as a whole is very user-friendly and gives me a lot of options for improving our processes at Blackboard."



**Donna M. Kratz, SPHR**  
Senior Manager, Benefits  
at Blackboard Inc.

### Industry:

E-education Software & Services

### Solutions:

HR/benefits software  
and services: bswift

ERP: Peoplesoft

Payroll: ADP

### Why bswift?

- EDI vendor feed expertise
- No hidden costs
- Easy-to-use reporting tools
- User-friendly system
- Client service team understands benefits and HR

# bswift

HR and benefits made simple.