

## Alpha Software helps P & A amplify

P & A Group

“Alpha practically writes the application for you. All you have to do is put in your business logic, and you’ll have an incredibly powerful application.”

 Gregory Zilliox, IT Manager/CTO, P & A Group

### Customer Situation

P & A Group is a small, fast-growing company that was reaching a tipping point. Rapid growth was making it harder to manage employee benefit plans, compensation plans, and retirement and investment services transactions for customers. Approximately 500,000 transactions a year were completed manually on paper and spreadsheets. The process was at risk for error, and made it hard to retrieve information quickly. P & A wanted to centralize and automate their business processes, so employees would spend less time working with spreadsheets or searching for data, and more time focusing on customers and the business.

### Partner Solution

P & A hired consultant Greg Zilliox to create an application to automate the business. Zilliox used Alpha to build a centralized database to process clients’ 401(k) records. The application managed P & A’s 401(k) client services end to end, and connected P & A to all major payroll companies in America. Zilliox gradually converted all of P & A’s manual processes into software applications using Alpha Five. Ultimately, all paper-based and manual systems were phased out.

### Solution Overview

#### Customer Name:

P & A Group

#### Customer Profile:

The P & A Group was established in 1975 to provide assistance in the design, administration, and communication of a wide range of employee benefit plans, compensation plans, and retirement and investment services. The company provides comprehensive outsourcing solutions for businesses searching for one-stop accountability in outsourcing of benefits consulting, brokerage, administration, compliance, and communication.

#### Location:

Buffalo, N.Y.

#### Industries:

Insurance

#### Business Situation:

P & A Group was using manual methods to manage a growing portfolio of employee plans and customer transactions. But their fast-growing portfolio of clients was pushing their manual systems to the limit, and making it difficult to maintain their high standards of customer service. Processing paperwork, managing spreadsheets, and searching for documents or data was becoming tedious for employees. P & A needed software that would automate their manual systems,

## Benefits

Since deploying the finished Alpha Five database application, human error at P & A has been eliminated. Data entry is fast and validated, and searches for client information return results instantly. Information is tightly integrated with all major U.S. payroll companies, eliminating double-entry of data. Most important, the application has empowered P & A to scale its customer base exponentially—something that would not have been possible had the company remained with manual systems. Within five years of deploying the new app, P & A's customer base grew ten fold, from 500,000 transactions a year to 5 million. As new requirements emerge, Zilliox can create new Web forms and processes in minutes, and entirely new application modules in just days, thanks to Alpha Five's rapid development tools such as Action Scripting and Genies. The resulting Alpha Five applications are so scalable and reliable, thousands of people access them simultaneously every day. And although the applications support extraordinarily complex financial processes, they are simple enough for any employee to use. Alpha Five's built-in security framework protects sensitive financial and personal information from prying eyes. Lastly, Alpha Five's competitive licensing model allows P & A to sustain a world-class financial software system for a fraction of what it would cost using any other database platform. Indeed, P & A's low overhead for software licensing and development is credited entirely to Alpha Five, the company's "secret weapon."

## For More Information

### Alpha Software, Inc.

781-229-4500  
www.AlphaSoftware.com

### P & A Group

1-800-688-2611  
www.Padmin.com

and let employees spend less time entering data into spreadsheets, and more time focusing on customers.

### Solution:

The company hired independent Alpha Five developer Greg Zilliox to create a custom application that would automate the business. Using Alpha Five, Zilliox built a new system that automated P & A's business practices, and integrated the application with the major U.S. payroll companies. In the end, literally no manual systems remained.

### Products:

Alpha Five

### Benefits:

- Sophisticated business applications eliminated human error and time-consuming data entry.
- Elimination of manual processes sparked exponential growth, freeing P & A to expand its customer base ten-fold.
- Alpha Five's scalability lets thousands of users or integrated payroll partners to access the system at once.
- Alpha Five's built-in security framework keeps sensitive client, financial, and personal information away from prying eyes.
- Alpha Five's Action Scripting make it possible to create new Web forms in minutes, allowing P & A to quickly add new business processes.
- Alpha Five's competitive licensing model makes it possible for P & A to cost-effectively deploy its application to all of its users and partners.