



## FOR IMMEDIATE RELEASE

### **Softscape Delivers Efficiency Gains to Health Benefits Processing Firm NASCO**

*Company Achieves a 38 Percent Increase in Performance Management Process Improvements*

**Wayland, Mass. – July 9, 2007** – [Softscape](#), the industry expert in people management technology, today announced that [NASCO](#), a system and services company dedicated exclusively to health benefits processing and systems solutions for many BlueCross® and BlueShield® Plans nationwide, has achieved a 38 percent improvement in its performance management processes with [Softscape's solution](#).

Prior to implementing Softscape, NASCO, like many other companies, had a paper-based performance review system. With the support of its chief executive officer, the company deployed Softscape to streamline its performance management processes and introduce efficiencies to better manage its workforce. NASCO chose Softscape for its easy-to-use technology and personalized approach to service and support. NASCO brought all of its talent management functions together in a single solution, enabling managers to easily link employee performance to company results.

"It's so important that people know what's expected of them, how they did, and that they receive feedback to help improve their performance. Our executives believe in taking the time to develop each NASCO employee by creating attainable goals specific to each individual," said Denise Peek, manager, Human Performance Development, NASCO. "With Softscape, we're able to give our people the tools they need to easily facilitate communication, bridging the gap between directed and undirected performance."

Softscape's technology helps guide NASCO employees and managers through each step of the organization's review process and formalizes expectations and achievement to provide data for quality manager and employee discussions. Dialogues are also supported throughout the performance period to ensure that individual and organizational performance remains aligned with corporate initiatives and performance standards and expectations are clearly defined. This provides NASCO with a consistent process for evaluating, managing, and rewarding employee performance across the entire company. NASCO now achieves nearly 100 percent participation in the new process.

“NASCO exemplifies how Softscape helps companies centralize talent management for better collaboration and operational success,” said Dave Watkins, chief executive officer, Softscape. “Fully integrated talent management can yield enormous business benefits beyond just replacing an inefficient system. With Softscape consulting services to define the right processes and our exceptional technology to support it, customers are better equipped to empower their workforce and maintain a high performance business culture.

NASCO and many other Softscape customers are expanding their vision of human capital management (HCM) to include additional talent management functions. Softscape’s [complete HCM platform](#) includes integrated workforce planning, talent acquisition, workforce performance, learning and development, succession planning, compensation management, workforce analytics, collaboration, and HR management – all in a common, integrated platform. For more information about Softscape’s solutions, please visit <http://www.softscape.com>.

### **About NASCO**

Formed in 1987, NASCO offers system and service solutions exclusively to many BlueCross® and BlueShield® (BCBS) healthcare Plans. NASCO’s single-system, flexible approach to health benefits processing offers cost-effective solutions, giving customers a competitive edge in the marketplace. Connecting many BlueCross and BlueShield Plans across the country, NASCO is currently used to process healthcare claims for more than 2,300 accounts. In 2006, BlueCross and BlueShield Plan customers used NASCO to process nearly 140 million claims for over 10 million members. Web site: [www.nasco.com](http://www.nasco.com).

### **About Softscape (<http://www.softscape.com>)**

Softscape is the industry expert in people management, providing advanced technology and global services to help organizations better manage their people and their business. Recognized by leading industry analysts as the most comprehensive integrated human capital management platform, Softscape’s award-winning web-based software enables customers to enhance productivity, improve effectiveness, facilitate long-term planning, reduce operational costs, and drive organizational performance. Softscape’s customers represent Fortune 500/Global 500, mid-market, and government organizations, including Seagate, Northrop Grumman, LandAmerica, Medica, the City of Chicago, and the US Department of Homeland Security. Softscape is based in Massachusetts with offices in Chicago, San Francisco, Hartford, Washington D.C., New York City, London, Bangkok, Hong Kong, Sydney, and Johannesburg.

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