



Automating the Back-Office:

“Billhighway has a team of professionals like I’ve never worked with before. They understand we are a different cup of tea and delivered.”

– Patricia Brand, MEA Finance Director

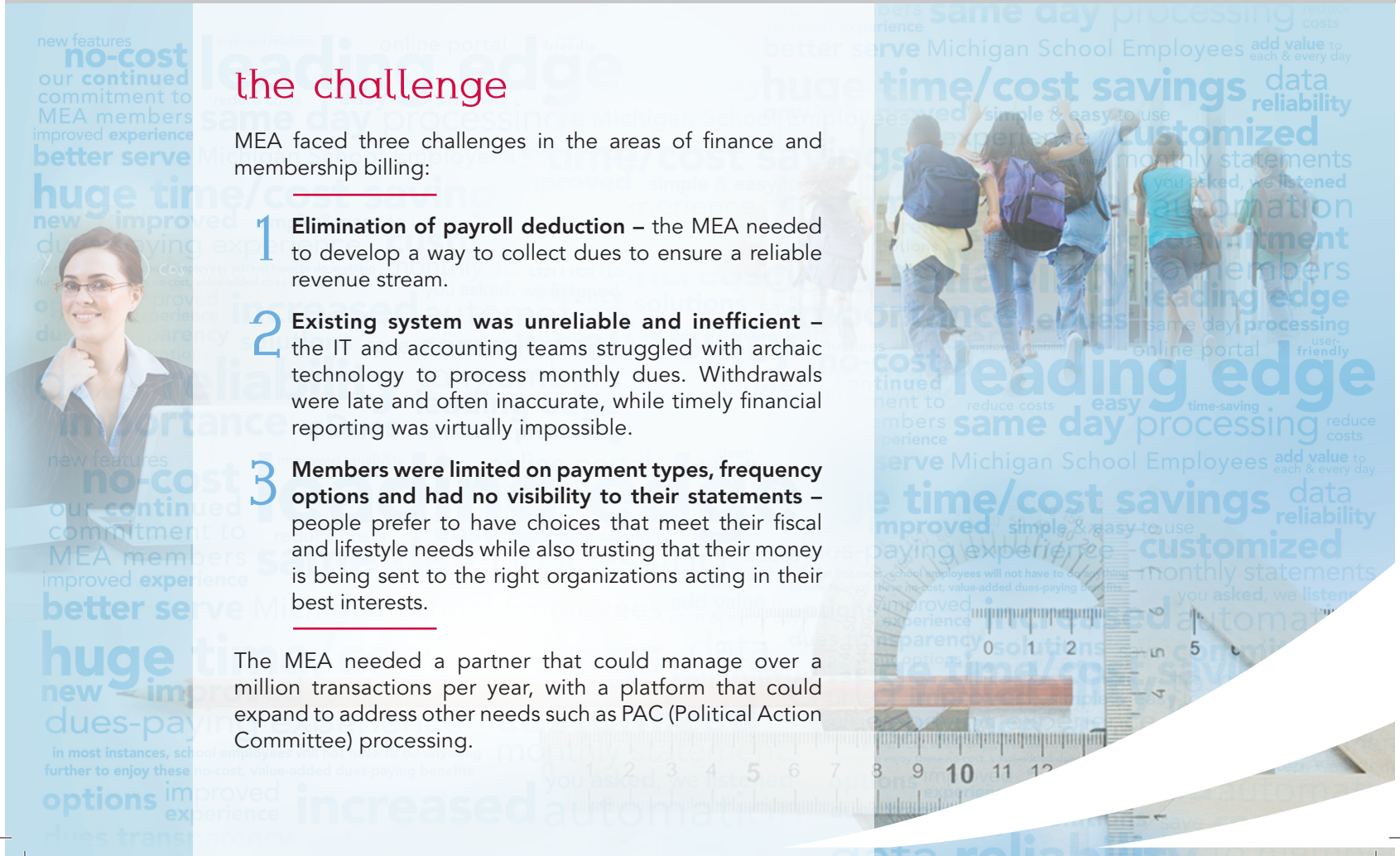
The Michigan Education Association (MEA) is a labor union representing more than 100,000 teachers, faculty and education support staff throughout the state. The mission of the MEA is to ensure that the education of students and the working environments of members are of the highest quality.

the challenge

MEA faced three challenges in the areas of finance and membership billing:

- 1 Elimination of payroll deduction** – the MEA needed to develop a way to collect dues to ensure a reliable revenue stream.
- 2 Existing system was unreliable and inefficient** – the IT and accounting teams struggled with archaic technology to process monthly dues. Withdrawals were late and often inaccurate, while timely financial reporting was virtually impossible.
- 3 Members were limited on payment types, frequency options and had no visibility to their statements** – people prefer to have choices that meet their fiscal and lifestyle needs while also trusting that their money is being sent to the right organizations acting in their best interests.

The MEA needed a partner that could manage over a million transactions per year, with a platform that could expand to address other needs such as PAC (Political Action Committee) processing.





“
PUT THE MEMBER FIRST

Of course the transaction is important, but at the end of the day, the quality of the membership experience is what they'll remember. Develop compelling member communications and focus on the user interface.

— Doug Pratt, MEA Director of Member Benefits

the solution

Transaction speed, accuracy and security were the most important factors in choosing a processing partner, as well as a team the MEA could count on to implement in less than 60 days. Billhighway configured a cost effective, fully automated billing system that integrates back-office software, while providing a steady revenue stream.

“I am now in a position where I can tell you my balance sheet is up-to-date and accurately reflecting the financial position of our organization.”
— Patricia Brand, MEA Finance Director



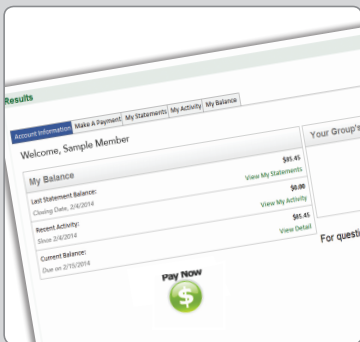
MEA
Michigan Education Association

the results

MEA staff are benefitting most from increased speed and accuracy. With Billhighway, transactions are processed in parallel by a scalable grid computing infrastructure, that can be 'dialed up' at any time to handle more volume. Due to this automated solution, data is now ready in time for end of month reporting. Significant time savings and accuracy the MEA can count on — is the new normal.

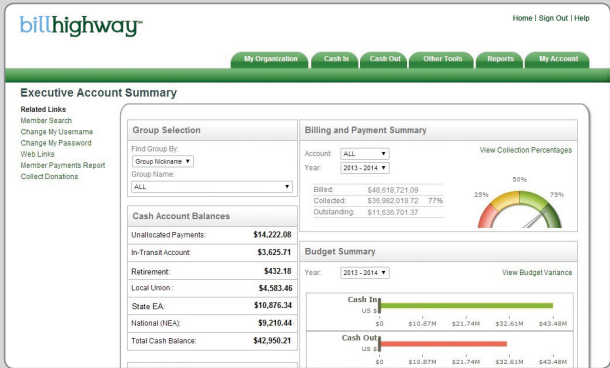
BEFORE BILLHIGHWAY:
216 hours/month
(9 days) to process

AFTER BILLHIGHWAY:
1 hour/month
to process



Simple, intuitive web interface for members

All active MEA members can take advantage of these great new benefits and features, including:



MEA administrator's new dashboard displays membership and accounting records

- ✓ **Same Day Processing:** To ensure payments show up accurately & quickly on their bank account or credit card, eDues is now powered by Billhighway's leading edge automation software, improving payment data reliability and speed.
- ✓ **Payment Options:** Frequency & payment solutions that work for members – one-time, pay up-front, quarterly, bank account (EFT/ACH), Visa, MasterCard, Discover, AMEX or check.
- ✓ **Monthly Customized Statements:** Available by email or online, including each member's payment.

