

THE IDEAL CHOICE IN AFFIRMATIVE ACTION PLANNING



BERKSHIRE ASSOCIATES INC.
Your Partner in Human Resources and Affirmative Action

About Berkshire Associates

Berkshire started over 30 years ago and was the first company to release a commercial software product that automated the affirmative action plan (AAP) preparation process. As a result, Berkshire revolutionized the way AAPs were prepared, and we continue to set the standard for the tools needed to build a balanced workforce. Berkshire has applied its proven methods to expand its capabilities beyond affirmative action planning. Our offerings include a range of services, training, software, and web-based products that allow companies to rely on Berkshire for a full and comprehensive solution. As a result, we are one of the most sought after providers in the industry.

BALANCE^{aap} Affirmative Action Software

The Ideal Choice for Affirmative Action Planning

With experience spanning four decades, Berkshire has led the way in providing companies with technical solutions for developing compliant affirmative action plans (AAPs). Committed to identifying ways to make the affirmative action planning process more efficient, Berkshire developed **BALANCE^{aap}**—*the ideal choice for automated affirmative action planning . . .* **BALANCE^{aap}** is a secure, web-based application that gives you more than traditional software. It gives you the freedom, flexibility, and power to create your own 100% technically compliant AAP—right from the web. **BALANCE^{aap}** contains all the features needed to fully manage and monitor your compliance objectives including anytime, anywhere access, online collaboration capability, and regulatory updates. Its step-by-step Guide Me feature and easy navigation makes **BALANCE^{aap}** easy for users of all levels.

BALANCE^{aap} is the Ideal Choice

BALANCE^{aap} is a comprehensive, easy-to-use web-based tool that includes all aspects of AAP preparation in one integrated package. You can easily create your plan(s), run availability vs. employment analyses, use adverse impact analyses to check for potential discrimination in personnel actions, prepare reports specifically for audit review, create an organizational profile, and generate customized narrative documents with embedded key data and reports—including the new requirements for Individuals with Disabilities (IWD) and Protected Veterans (PV).

BALANCE^{aap} can be used for organizations responsible for just one or multiple AAPs. Plans can be prepared by single or multiple, concurrent users. Your remote facilities can prepare their own plans without purchasing separate software licenses and without the hassles of software installation or hardware upgrades. Eliminate the need to divert your IT resources to the implementation and support of the software.

It's a Service, Not Software

BALANCE*aap* is a subscription-based service that allows you to manage your entire affirmative action compliance objectives from the web. Organizations can create a central compliance “hub” designed to coordinate affirmative action and related efforts using BALANCE*aap*. Easily communicate goals across your organization, chart progress, and strategically begin to shape your workforce to meet both your compliance and business goals.

For Any Size Company

Unlimited access to unlimited users within your organization make BALANCE*aap* ideal for any size company. Affirmative action compliance can be demanding for large organizations, and often involves a number of individuals, departments, and locations. BALANCE*aap* is the answer for streamlining challenging corporate-wide initiatives. It is also an ideal solution for smaller companies who can simply log in and prepare their annual and update plans. No need for desktop downloads or running the risk of using outdated software that could result in a non-compliant plan.

A “Living” Application

BALANCE*aap* is a “living” application that is seamlessly updated. As part of your service, we manage all the background technical issues and any changes in the laws; so you can focus on preparing your plan(s). This means no upgrade interruptions, and whether it is new census data...or changes in requirements, you can trust you are preparing your plan using the most up-to-date guidelines. You are backed by a technical network and a team of affirmative action experts with a proven history of delivering the right solutions to accomplish the right results.

Data Storage

Your subscription also includes secure data storage on our servers at a certified, secured data center, with measures for disaster recovery. With BALANCE*aap* you significantly reduce the risk of security breaches or lost data that can occur with desktop applications. Data is hosted and managed by Berkshire.

BENEFITS of BALANCE^{aap}

FREEDOM. FLEXIBILITY. POWER.

BALANCE^{aap} provides the freedom and flexibility the web provides...freedom from complicated installations, and the flexibility to access your plans from anywhere, at anytime. BALANCE^{aap} frees you from multiple user license fees and taxing your IT resources. Imagine collaborating with other employees at different locations to streamline your plan preparation process. Envision securely publishing plans and reports to the web for easy distribution.



This is the BALANCE^{aap} Experience:

- Unlimited Users
- Meets the latest OFCCP requirements
- Uses the latest Census data available
- Collaborate with users from any location
- Access from anywhere, anytime with a web browser
- Securely publish reports to view on the web
- Always use a system built on the latest regulations
- Freedom from dependency on your IT resources
- Optional on-demand service provides access to affirmative action experts if you need guidance

Compliant

100% Technically Compliant Every Time

BALANCE^{aap} gives you the confidence of knowing you are completing, managing, and monitoring a 100% technically compliant plan every time. From start to finish, BALANCE^{aap} guides you through every phase of the planning cycle. You can complete all required reports and narratives using the guidelines mandated by OFCCP, including the new IWD and PV requirements. BALANCE^{aap} also enables you to easily generate a series of salary analysis reports to quickly identify salary inequities within grades or job titles by race and gender.

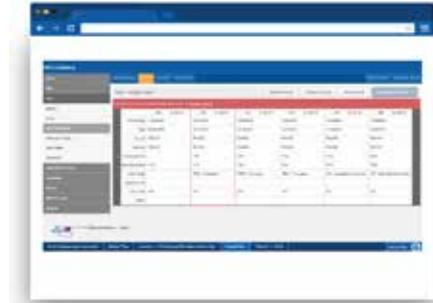
Additional reporting options are also available to perform further analysis, if needed. Users are able to uncover and examine factors contributing to problem areas. Report options include summaries and charts for easy viewing and communicating.

BALANCE^{aap}'s built-in quality control adds another level of assurance that you're preparing a compliant plan. The extensive Error-checking and File Consistency features help to clean your data before progressing through the plan prep process.



Built-in Quality Control

- Extensive error-checking scrubs your data and red flags potential errors
- The File Consistency feature examines your data and identifies inconsistencies
- Both the Error-checking and File Consistency feature guide you through correcting errors
- Built in automated functions allow common errors and issues to be fixed in batches to make the process more efficient



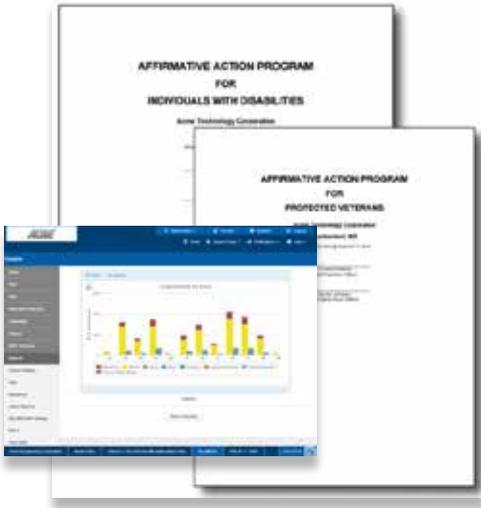
Create All OFCCP Required and Support Reports

Standard and Customizable Narratives

- Minorities and Women
- Individuals with Disabilities
- Protected Veterans

Highlights of Required AAP Reports

- Job Group Analysis, Availability Analysis
- Incumbency vs. Estimated Availability Analysis (with statistical significance)
- OFCCP Compensation Analysis
- Personnel Action Summaries
- Adverse Impact Analyses
- Departmental Reports
- **BALANCEaap** standard reports can also satisfy the requirements of an OFCCP scheduling letter



Monitoring & Communication

- Plan Summary
- Goal Attainment
- Applicant Pool Analysis
- Labor Force Calculations
- Promotion/Hiring Comparison

Support Reports & Graphs

- Placement Goals
- Job Group Summary
- Applicant Summary
- Annotated Employee List
- Roster Check List
- Census Code Assignment
- Personnel Action Summaries

Compensation

- Compensation Summary
- Compliance Review

AUTOMATED

Automation for an Efficient, Streamlined Process

BALANCEaap automates the complex tasks necessary to efficiently prepare a compliant AAP. **BALANCEaap** includes tools to easily build recruitment areas, or even jump-start the census coding process, using **BALANCEaap's** Auto Census Coding feature. Save time and resources using **BALANCEaap's** automated functionality

- Automated data import and mapping wizard
- Create multiple plans with a single data set
- Build custom and unlimited number of recruitment areas
- Auto-census coding for jobs
- Start Point Analysis creates history data for easy Adverse Impact and Goal Attainment reports
- Publish reports and graphs easily to **BALANCEhub** for web-based distribution to your management team
- Perform “what-if” analysis with different rules and settings



Automatically Create History Data Using Berkshire's Start Point™ Analysis

If this is your first plan, or if you do not have a prior year's plan, easily create history data using Berkshire's Start Point Analysis feature in **BALANCEaap**. The Start Point Analysis uses your current plan data to rollback all personnel actions and automatically determines what your goals would have been in the prior year. **BALANCEaap** will start with your current roster, and reverse the hires, promotions, terminations, and other personnel actions to calculate how many people were in your job groups last year.

Create Multiple Plans Using a Single Data Source

Required to do multiple plans? **BALANCEaap** allows users to create a Master plan to capture and organize data from a single dataset. This eliminates the need to import data every time you create a plan for a different location. A function so efficient and convenient, it significantly cuts down your plan preparation time and further streamlines your process.

- Import a single data set for your entire organization
- Set up common information (reference tables, recruitment area defaults, weight factors) in one place for use in all plans
- Create your Master Plan and simultaneously have plans for each individual facility or function created and updated—customize each plan as needed
- Create summaries and rollups of individual plans to get an overall look at your organization

Create Unlimited Recruitment Areas

Your **BALANCEaap** subscription includes the convenience of creating unlimited and custom recruitment areas based on your hiring practices. Recruitment areas can be created for any geographic area with different options for creating uniform or weighted combinations. Data can be compiled for a single geographical area or a combination of several different areas.

- **BALANCEaap** allows you to create and use unlimited recruitment areas based on the 2000 or 2010 Census data
- Specialized sets of data, including information by industry, education, and age are included
- You have the ability to create custom recruitment areas, using combinations and weighting where necessary

Drilldowns and Rollups

Perform deeper multi-level analyses using **BALANCEaap's** Drilldown and Rollup features. Drilldowns allow users to segment their workforce data into levels or groups for more granular analyses. Rollups enable users to roll data up across AAPs by multiple organizational levels. Both features allow you to go beyond the regulatory structure to create organizational units that are more meaningful to your organization.

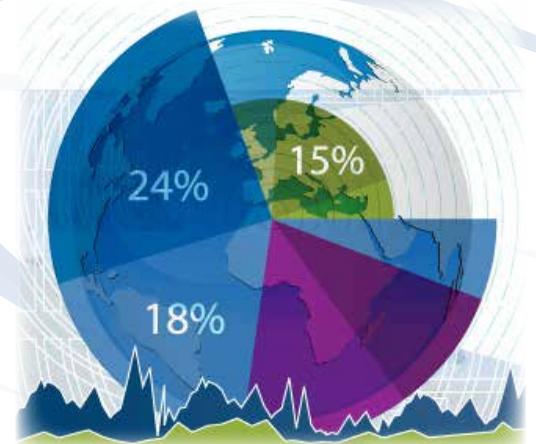
2010 ACS CENSUS DATA

Get a More Accurate Picture of Your Recruitment Areas

BALANCEaap includes the entire 2010 ACS Data (2010 Census) with a cross-walk to 2000 Census Codes to be used in your affirmative action plans. As of January 1, 2014, the 2010 ACS Data is required for all AAPs and better reflects the demographics for recruitment areas. **BALANCEaap** includes specially designed features to help companies easily transition from the non-compliant 2000 data to the 2010 ACS Data. Plus, **BALANCEaap** allows you to take full advantage of the new data, and further examine other demographic factors that play a key role in recruitment.

No other product has **BALANCEaap's** capabilities!

- **BALANCEaap** includes an automatic cross-walk of census codes from 2000 to 2010
- **BALANCEaap** maps the recruitment areas used with the 2000 Census file to the same or most similar geographic areas in the 2010 Census file
- **BALANCEaap** users can switch between 2000 and 2010 data to compare results



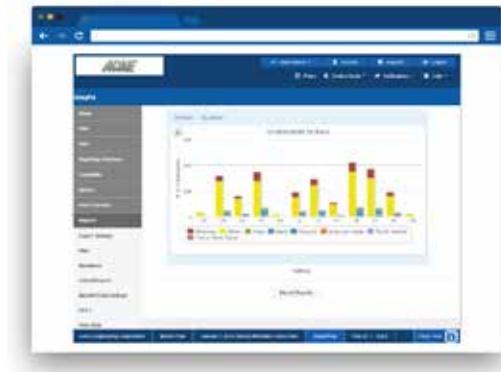
EASY

Point and Click Your Way to a Complete Plan

If you can “point and click,” you’re on your way to preparing your organization’s AAP. **BALANCEaap** User’s Guide, Guide Me, and Help features are available to offer further guidance throughout the plan preparation process. Whether you’re new to affirmative action or an experienced professional, **BALANCEaap** includes help options to support users of all levels. For power users, **BALANCEaap** also allows you to go directly to the function you need to perform. Integrated video tutorials are available on many screens to walk you through key steps in the process.

Help Features

- Guide Me feature walks you through every phase of the planning process
- Keyword search on specific topics
- Complete your plan at any experience level—from beginner to advanced
- Quick reference information on terms and functions
- Guided data import from various file formats
- Fix data errors and inconsistencies, right on the screen; no need to re-import
- Integrated video showing you how to complete an activity step by step



Backup and Restore

BALANCEaap's Backup and Restore features make it easy for you to correct mistakes if needed. The Backup feature saves your plan in its current state and users can revert back to this point at any time. This helpful function is valuable if mistakes are made during plan preparation and provides you a fall-back point to a time before the error occurred.



COMPLIANCE CONTROL CENTER



With the complexity of today's compliance environment, companies need the ability to quickly assess the state of their affirmative action efforts. **BALANCEhub**, a centralized compliance control center, gives you the power to monitor progress, spot risk areas, and gain important insight on the status of your workforce. **BALANCEaap** users have free access to **BALANCEhub**. Once you become a **BALANCEaap** user, you can publish your plans to the compliance center and view your data in brilliant graphs, and easy-to-read reports. Using **BALANCEhub**, companies can also track their Good Faith Efforts in accordance with their affirmative action requirements.

BALANCEhub includes three modules: **DASH**, **SHARE**, and **REACH**. Together, these applications give you access to important data about your workforce, and help you gain greater insight for better decision-making.

BALANCEhub Applications

DASH, Executive Dashboard

DASH, the Executive Dashboard feature in **BALANCEhub**, vividly displays an organization's affirmative action plan results using a variety of easy-to-read graphs and metrics. Users get a bird's eye view of trends, risk areas, and protected group representation at various levels. **DASH** provides easy assessment of plan performance and drill down capability for further examination when necessary.

SHARE, Reports Distribution

SHARE, the Reports Distribution System included within **BALANCEhub** is a centralized, web-based repository where plans and reports can be viewed and exported. You can easily publish reports and plans to the web, and give access to individuals as needed.

REACH, Good Faith Efforts Tracker

REACH, is an outstanding tool that tracks your Good Faith Efforts in accordance with affirmative action regulations. Using **REACH** you can document your recruitment and outreach activities, and also store listing sources that target specific groups. As your HR recruiters or staff members conduct outreach efforts, they can track and document activity in one central database. When it comes time to do your affirmative action plan, the activities and sources tracked in **REACH**, can then be pulled into the appropriate affirmative action plan in **BALANCEhub**.



SECURE

Layers of Safety and Security

BALANCEaap offers the peace of mind that your data is safe, secure, and available at any time. As a web-based solution, BALANCEaap lowers the risk associated with computer viruses, network reliability, and system crashes. BALANCEaap also gives you extensive controls when assigning permissions so you can manage exactly what users can access. You don't have to worry about losing your data in the event something happens to your computer. Your data is backed up and remains secure on our servers in a certified, secured data center that uses state of the art technology to protect our systems and your data. Berkshire ensures 99.99% uptime and access to your AAP information.

Your Data is Protected and Secure

- Data and plans are secure on Berkshire servers in a certified, secure data center
- Regularly scheduled data backups and fully implemented Disaster Recovery Plan
- BALANCEaap uses industry standard 128-bit Secure Socket Layer (SSL) encryption for data transport
- Customizable password requirement allowing for extremely strong and complex protection
- Permissions can be defined at the system, plan, and function level

TECHNICAL SUPPORT

BALANCEaap includes support with your subscription to provide technical help when you need it. Available by phone or by email, Technical Support business hours cover Eastern to Pacific Time zones. Technical support hours are from 8:30 a.m. – 8:00 p.m. EST Monday through Thursday and 8:30 a.m. – 5:00 p.m. EST on Friday.

CONTACT Us

For more information on BALANCEaap, or to schedule a live demo, please contact Berkshire at:

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BALANCE^{aap} TRAINING

Get the Most Out of Your Investment

To get the most out of your investment, we recommend training to ensure your staff is well-equipped with the understanding and know-how to effectively create, deploy, and monitor your AAPs.

BALANCE^{aap} Training

This training provides hands-on experience with BALANCE^{aap}, including setting up plans, importing data, evaluating and correcting data, developing source statistics, weighting availability, printing reports, analyzing personnel actions, creating department hierarchy, creating and editing draft narratives, and publishing reports. Participants will gain a full overview of the functions and practical experience using the application. After training, participants should be able to develop a plan with minimal assistance.

OTHER HELPFUL BERKSHIRE SERVICES AND SOLUTIONS

Affirmative Action Consulting

- Collaborative plan preparation with BALANCE^{aap}
- AAP preparation outsourcing
- OFCCP audit support

Compensation

- Base Compensation Plan Development
- Market Studies
- Job Descriptions
- Salary Equity Analysis

Applicant Management Solutions

- Applicant management compliance assessment
- Applicant management process development
- BALANCE^{etrak} Applicant Management Application

Workforce Analytics

- Diversity metrics
- Adverse impact analyses

HR Training

Training can be delivered as public training at Berkshire's training facility, eLearning courses, or at your location.

Topics

- Affirmative Action
- Compensation
- Applicant Management
- Sexual Harassment and Anti-Discrimination
- Workplace Diversity
- Equal Employment Opportunity



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