

Tech Brief

PTO Exchange

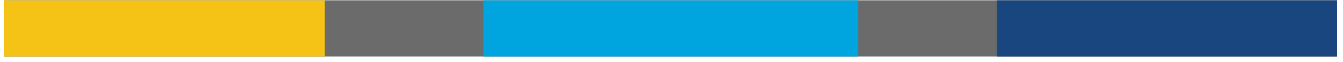
August 2021

Company Background



| Company At-a-Glance | |
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| Headquarters | Seattle, WA |
| Year Founded | 2013 |
| Market Focus | Midsize to Enterprise |
| Customers | Confidential |
| Top Key Clients | Nordstrom, Premera, Griffin Capital, GM Nameplate, InformedDNA, Slalom, General Atomics, BE Credit Union |
| Key Industry Verticals | Retail, Healthcare, Transportation, Financial Services, Consulting, Manufacturing, Non-profit, and more |
| Website | https://www.ptoexchange.com/ |

PTO Exchange is a benefits platform that allows employees to apply the value of their unused paid time off (PTO) to a range of priorities, like contributing to a 401(k) or other retirement account, paying down student loans, covering an emergency expense, donating to a favorite charity, leave sharing with co-workers, funding vacation costs, and more. The PTO Exchange provides employers with a unique benefit that enhances talent attraction and retention, reduces balance sheet liability, strengthens the community and helps employees reclaim their lost PTO.



Analyst Insights

There has always been a multi-generational workforce, but the needs of each generation have become increasingly divergent over time. Younger workers struggle with mounting student loan debt and soaring housing costs. Despite getting closer to retirement, older workers are staying in the workforce longer and are worried about their health and retirement savings. Given the tough labor market, how should employers address these issues to attract and retain the talent they need? Recent results of Willis Towers Watson's Global Benefits Attitudes Survey suggest employers must provide more options to meet a broader range of employee needs.

Paid Time Off (PTO) is a highly valued benefit, but for a variety of reasons, employees don't take their entire allotted time off each year, and the pandemic made it even more difficult. Savvy employers have found a way to differentiate their PTO benefit through PTOExchange, a mobile-first platform that allows employees to apply the value of their unused PTO to a variety of other benefits, like retirement, health savings, emergency funds, student loan repayment, leave sharing, and charitable giving. Additionally, employers can offer Life Planning Accounts (LPAs) for even more choice and flexibility. Similar to other employer-sponsored accounts, LPAs allow companies to support their employees' health and wellness goals with taxable funds that can be used for expenses specified by the employer.

As a SOC-2 certified company, PTO Exchange takes data security seriously. In addition to meeting rigorous data protection standards, the platform also addresses and manages the multitude of state and federal tax laws and compliance requirements so employees can access this benefit without unexpected tax consequences.

For employers hoping to gain an edge in the war for talent, trying to meet the needs of a changing workforce with a one-size-fits-all benefits package won't cut it anymore. Companies that offer employees more choice through solutions like PTO Exchange will have a clear advantage over the competition.

Ben Eubanks
Chief Research Officer

About Lighthouse Research & Advisory

[Lighthouse Research & Advisory](#) is a modern, independent analyst firm dedicated to setting the standard for excellence in talent, learning, and HR with practical research and a hands-on approach. By providing compelling research and actionable insights, our team enables HR, learning, and talent leaders to deliver more value to the business. Our research examines competitive practices, cutting-edge technologies, and innovative strategies.

[Ben Eubanks](#) is the Chief Research Officer at Lighthouse, providing insights for today's talent leaders and vendor partners. He works with practitioners from areas across the HCM spectrum, delivering high-quality research, insights, and advisory services to enable better business performance. His book, [Artificial Intelligence for HR](#), was published in 2018.

Prior to joining Lighthouse, Ben worked as a researcher, writer, and speaker for nearly more than 10 years, focusing on learning, talent acquisition, and talent management. During his tenure as a researcher, he has published more than 1,000 reports, case studies, and articles in addition to providing advisory services to executives from some of the largest and most respected organizations in the world.

He also has hands-on experience working as an HR executive, leading both strategic and tactical talent practices and giving his research a distinctly practical perspective. Ben has interviewed business leaders from notable organizations such as Southwest Airlines, IBM, H&R Block, McDonald's, AARP, and AlliedUniversal in his role as the host of [We're Only Human](#), a podcast focused on the intersection of people, technology, and the workplace.

He hosts [HR Tech Talks](#), a livestream show on LinkedIn and YouTube featuring a variety of vendors from across the HR technology industry. In addition, he founded and operates [upstartHR.com](#), a community serving HR leaders that has reached more than one million readers since its inception.