

# Ease vs. GoCo: Which One Is Right for You and Your Clients?

To help you objectively assess Ease and GoCo, below is a recent comparison developed by **G2** (formerly G2 Crowd), a real-time, unbiased user review site. This information may be helpful in determining what enrollment and HRIS platform is best suited to you and your clients. The scores are based on a top possible score of 10.

Criteria/Measurement	Ease Score	GoCo Score
<b>Ease of Use</b>	8.9	9.0
<b>Ease of Setup</b>	8.2	9.6
<b>Ease of Administration</b>	8.7	9.4
<b>Ease of Doing Business With</b>	9.3	9.7
<b>Product Direction (% Positive)</b>	9.9	9.4
<b>Features: Benefits Record Management</b>	9.1	9.4
<b>Enrollment Planning</b>	8.9	9.7
<b>Third-Party Carrier Integration</b>	7.0	9.4
<b>Document Management</b>	8.7	9.4
<b>Total Compensation Statements</b>	8.6	8.2
<b>Self-Service Portal</b>	8.9	9.7
<b>Regulatory Compliance</b>	8.5	9.4
<b>Benefits Dashboards</b>	8.9	9.0
<b>Mobile Benefits Access</b>	8.2	9.0
<b>Features Integrations/APIs</b>	7.3	8.1
<b>Platform Customization</b>	8.4	8.4
<b>Platforms Integrations/APIs</b>	7.4	7.8
<b>User Role &amp; Access Management</b>	8.6	8.9
<b>Platform Performance &amp; Reliability</b>	9.1	9.7
<b>Platform Mobile User Support</b>	8.0	8.8
<b>Platform Reporting</b>	8.2	8.5
<b>Platform Dashboards</b>	8.5	9.0
<b>Employer/Group Sizes Served (%)</b>		
-Small Business	70%	57%
-Mid-Market	30%	38%
-Enterprise	0%	5%

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## ease

### Ease is perfect for:

- Employers seeking primarily the benefits of digital enrollment including online plan comparisons, enrollment progress dashboard, and a mobile app with all plan information
- Employers willing to buy-up for HRIS services
- Employers with the following payroll providers who are seeking integrated payroll and willing to pay a fee:
  - ADP Workforce Now (groups of 50+)
  - Heartland
  - Paylocity
- Employers with integrated COBRA administrators, including:
  - TASC
  - PrimePay
  - The Advantage Group
  - BBP Admin

## GoCo.io

### GoCo is perfect for:

- Employers with more than 30 employees, preferably with an in-house Human Resources professional
- Employers seeking the efficiencies of daily use of a benefit management system:
  - Modern HR
  - Compliance
  - Benefits
  - Security
  - Payroll
- Employers using any cloud-based payroll from providers, including:
  - ADP Workforce Now
  - QuickBooks
  - Paychex Now
  - Gusto
- Employers looking for integrated solutions with single-sign-on with:
  - GSuite
  - QuickBooks
  - Microsoft365
  - Slack

If you have any questions, or would like to schedule a demo of either platform, contact your Word & Brown representative.

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