

THE

**BENEFITS
ALLIANCE**

 GROUP



SIDEDRAWER™



Press Release

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Attention: The Benefits Alliance Group is Proud to Announce SideDrawer as a New Strategic Supplier.

CONCORD, March 2, 2021

The Benefits Alliance Group is proud to announce that it has selected SideDrawer as a Strategic Supplier to utilize its secure document collaboration platform. SideDrawer is a secure and real-time Life Planning and Organization platform that allows users to easily organize and share desired personal information and important contacts from any device. SideDrawer offers guided organization, and the flexibility to provide as much or as little information as needed. With a user-friendly interface and permission-based settings, collaborating on documents with trusted advisors and loved ones has never been easier.

“The Benefits Alliance Group is excited to be partnering with SideDrawer by offering a safe and secure platform for transferring client information and data,” said Mike Macoun, President of the Benefits Alliance Group. “We look forward to the opportunities ahead for collaboration as we continue to expand on the ways we provide value for our Members.”

With SideDrawer’s services, users are able to identify the key contacts that are linked to their important records, such as their advisors (i.e.: lawyer, accountant, investment advisor, insurance broker, executor, etc.) so people with access will always know who to contact. SideDrawer’s cybersecurity processes ensure that member firms will be better positioned to safeguard their businesses, while providing their clients with a secure environment for data collaboration.

“We’d like to thank The Benefits Alliance Group for recognizing the capability of our platform and the positive impact we can have on their member firms and their clients,” said Ali Qureshi, Chief Revenue Officer & Co-Founder of SideDrawer. “Given the flexibility of our platform, we can easily cater to the full spectrum of The Benefit Alliance Group’s members’ clients, ranging from the individual HNW wealth management clients, to the corporate group benefits and pension clients.”

About SideDrawer

SideDrawer is a technology company that focuses on improving the client experience around data collaboration and organization for businesses of all sizes. From a turnkey, client-facing solution for individuals, professionals and SMBs to APIs for fintechs and enterprises, they aim to improve productivity and increase client engagement, all within a secure environment. With a completely flexible architecture, SideDrawer’s APIs can easily integrate with any enterprise to customize and enhance the web and mobile client experience. For more information, please visit: www.sidedrawer.com.

About the Benefits Alliance Group

The Benefits Alliance Group includes 29 independent member firms and more than 200 advisors with over 7,500 clients. We leverage our size and experience to offer our group clients a qualitatively superior experience. We work intimately with our clients to create plans that are innovative and flexible, delivering cost-effective stability for our clients.

For further information, please connect with Sarah or Ali.

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