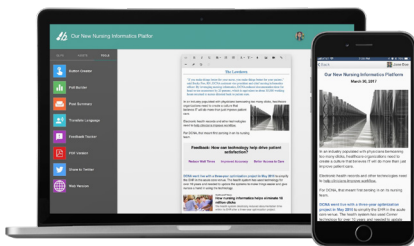




*Backstitch is a tool that allows HR professionals to build, distribute, and analyze professional, polished communications to their employee bases.*

- Max Wilber

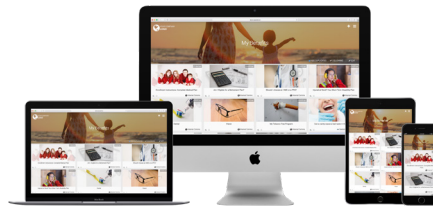
## *backstitch* STUDIO



### Content creation tools for business communicators

- Format and publish to email, mobile, web, PDF and other channels.
- Integrated polls and surveys.
- Asset management library with free stock images.
- Automatic translation for 150+ languages.
- Engagement report builder.

## *backstitch* READER



### Complete communications platform for employees

- Company branded responsive web, iPhone and Android employee apps.
- Automatic and manual population segmentation.
- Content curation engine.
- Trending and activity reports.
- Integrates with HRIS, intranet and other platforms.

## *backstitch* TRS



### Modern benefits awareness and education

- Automated data collection.
- Available via company branded website, mobile app and downloadable PDF.
- Drive additional participation and proper utilization of programs.
- Detailed engagement analytics.