Bridge automates sales process for NDIS Providers

Bridge SaaS Limited (ASX: BGE) ('**Bridge**' or the '**Company'**) is pleased to announce significant new software product features for NDIS Providers to enhance seamless automated integration and drive customer adoption.

Bridge software has been approved by the National Disability Insurance Agency (NDIA) for API access to NDIS systems, providing Bridge with a large and growing market opportunity to service the 13,973[1] registered and 131,255[1] unregistered NDIS Providers in the market.

Bridge's market based research has highlighted a number of factors important to the SME component of the NDIS Provider market, which is the initial target for the Company.

Since listing, Bridge has been focused on enhancements to the NDIS product which include:

- automated sign-up/purchasing,
- automated trials, and
- automated onboarding.

Automating the sign-up/purchasing process delivers a seamless integration experience for NDIS Providers and enables rapid adoption of Bridge's software. Bridge has now completed the first phase of the automation process with the trialling and onboarding phases to be completed well before the end of FY23.

These product enhancements deliver back-end efficiencies for Bridge and reduce the operational costs associated with the current manual purchasing and onboarding processes.

The Company is now increasing marketing initiatives to drive awareness and adoption in the initial target market of SME NDIS Providers. As highlighted in Figure 1, Bridge's software has been designed to cater for all operators in the NDIS Provider market.

Managing Director and CEO, Jamie Conyngham, commented:

"This is a significant milestone for the Company, aligning Bridge with SME operators providing services to NDIS participants. These NDIS Providers are generally time-poor and are wanting a simple-to-use software solution which is easy to sign-up and purchase. With the first phase of automation complete, we will be increasing marketing activities to drive adoption with our target customers."

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[1] NDIS Quarterly Report to disability ministers – 30 September 2022
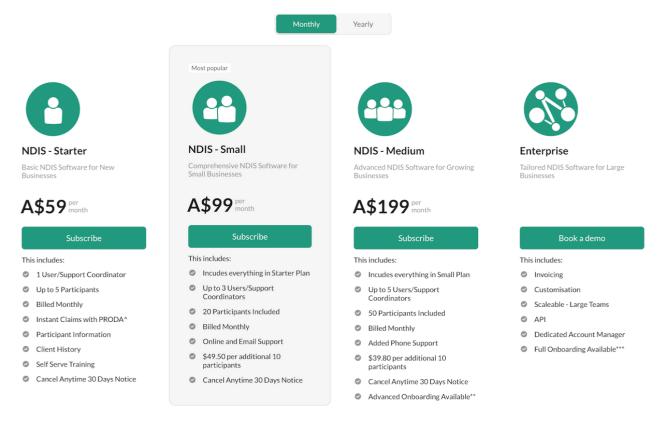
Figure 1: Bridge NDIS software services for NDIS Providers

This announcement was authorised for release by the Board of BGE.

For Further Information:

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About Bridge

Bridge provides Software-as-a-Service (SaaS) based Customer Relationship Management (CRM) and workflow solutions to the employment & NDIS industries. Bridge commenced operations in 2008 and has built an established, high-quality customer base within the Employment Services segment.

The Bridge Software is a single platform that simplifies the unique data, compliance and documentary evidence requirements of major government-funded programs through a unified user interface. Bridge Software allows Providers to effectively manage large client caseloads and geographically distributed workforces, within a secure and compliant cloud-based platform. The Company manages more than 1 million client records and is accredited for multiple Australian Government programs.

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