

APS PARTNER PROGRAM OVERVIEW

This overview will assist you in understanding the APS Partner Program opportunities and benefits.

THANK YOU FOR YOUR INTEREST IN THE APS PARTNER PROGRAM

We're here to help your practice grow and strengthen customer relationships. Because your success is our success.

OUR MISSION IS TO MAKE PAYROLL AND HR EASIER

We're looking for partners like you who share our dedication to providing quality service and support. Whether your goal is to expand your solution offering or increase your revenue stream through a technology partnership, APS has the program for you.



This overview will assist you in understanding the opportunities and benefits available through our partner program. As you read this guide, you'll learn that APS provides an effective way to make revenue, so you can grow your firm and strengthen customer relationships.

Questions? Call or Click

 | 855.945.7921 | [apspayroll.com](https://www.apspayroll.com)

PARTNER TYPES

Your success is our success -- and since no two partners are alike, we offer flexible partnership options to meet your unique business model and strategy. Whether you want to be a value-added reseller, a referral partner, or both, you maintain control while gaining a competitive advantage for yourself and your clients.



Credibility

1 | Referral Partners

Introduce your clients to a payroll and HR system that is easy to use but handles complex processes.

Our Referral Partners leverage our sales team, a dedicated Partner Account Executive, and marketing resources to offer their clients best-in-class payroll and HR technology. Your dedicated Partner Account Executive works to ensure satisfaction throughout the implementation process while providing oversight once your client transitions to our award-winning support experience.

We work with various referral partners, including CPA firms, HR consulting firms, brokers, financial advisors, and technology consulting firms. As a referral partner, you will:

- Gain credibility and peace of mind in recommending award-winning APS technology and dedicated service to your clients.
- Work with a Dedicated Partner Account Executive you can trust to handle each of your referrals with a personalized touch.
- Receive a referral commission or offer it in the form of a discount to your clients if they sign a contract with APS.



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Client
Experience

2 | Value-Added Resellers

Access greater margin opportunities, reduce complexity, and drive customer loyalty

Our Value-Added Reseller (VAR) partners fulfill market demands by deploying integrated solutions and joint go-to-market strategies. They control customer billing, sales, implementation, and support.

Behind the scenes but not out of reach -- your dedicated team is here to help guide and support you throughout your partner journey. Leverage our proprietary technology and flexible approach to customer management to propel early adoption and compete more effectively.

- Simplify payroll, automate HR processes, and manage complex compliance and business rules in a user-friendly system with a single access point.
- Deliver a customer-centric experience by offering a highly flexible and configurable hire-to-retire solution that allows you to match our software with your client's specific business needs and external systems.
- Control costs and billing while propelling revenue with transparent, wholesale pricing and unlimited monthly payroll processing.
- Experience white-glove service and capitalize on our knowledge with a dedicated team that provides prompt and quality support when you need it.
- Expand your solution offerings to transform the customer experience by building unique, industry-specific integrations with our highly configurable, best-in-class payroll and HCM software.
- Reduce time to value by leaning on our decades of SaaS expertise, in-house CPAs, subject matter experts, and a dedicated partner team to help you create a scalable strategy, provide best practices, and deliver the highest level of support.
- Maintain complete control over your customer base and stay front and center while we do the heavy lifting -- our technology partners benefit from wholesale pricing, direct billing, tiered support, and a best-in-class white-labeled platform.
- Take advantage of dedicated, highly personalized support and our 25+ years of industry expertise to ensure an optimal experience for you and your clients.

If you are interested in partnering with us but are not ready to be a Value Added Reseller, consider starting with our Referral program.

PARTNER BENEFITS

Our mission is to make payroll and HR easier. Therefore, we designed our Partner Program to make it easier for our partners to leverage our solutions with their expertise. APS partners gain a competitive advantage, increase revenue, simplify HR processes, and earn more business.

Benefits	Referral	VAR
Dedicated Partner Account Executive and Solutions Consultant	✓	✗
Dedicated Team: Success Manager, Implementation Specialist, and Partner Support	✗	✓
Referral Commission	✓	✗
Access to Marketing resources	✓	✓
Quarterly Newsletter	✓	✓
Bilateral Lead Sharing	✓	✓
Wholesale Pricing	✗	✓
Billing Control	✗	✓
Quarterly Business Review & Success Plan	✗	✓
APS OnLine Demo Instance	✗	✓
White-labeled Platform	✗	✓
Custom Login Page & In-App Logo	✗	✓
Custom Subdomain	✗	✓
Co-Branded Marketing Collateral	✗	✓
Joint Marketing Opportunities	✗	✓
Lifetime Self-Paced and Live Training	✗	✓
LMS and Resource Center	✗	✓
Technology Tools for Implementation and Support	✗	✓

THE APS PLATFORM

Core Solutions:

- | | |
|--|------------------------------|
| • Payroll & Tax Compliance | • Imports and Exports |
| • HR | • Integrations |
| • Attendance & Scheduling | • Reporting & Analytics |
| • Online Benefits & COBRA Administration | • ACA Compliance & Reporting |

Key Differentiators:

Our partners gain valuable advantages with APS, including efficient technology that's usable and adoptable, and a partner experience that is truly unique. This approach means long-term satisfaction and industry-leading ROI for you and your clients.

Technology Efficiency: We design our technology with the user in mind for optimal productivity. Let us help you offer payroll and HR services to your clients that will provide increased accuracy, more accessibility to key data, and better engagement.

Partner Experience: You'll receive white-glove support for you and your clients that is beyond personal. Your partner support team takes a concierge-level approach with one-on-one conversations for a more collaborative relationship.

ROI and Satisfaction: APS users achieve ROI in an average of 12 months, with 91% reaching ROI in the first 24 months. We prioritize long-term satisfaction and maintain a 99% customer satisfaction rating.

Cost-Effective: We offer commission or discounted pricing for our Referral Partners and wholesale pricing for our VAR Partners for a cost-effective way to break into new markets without a significant up-front investment.

Flexible Partner Solutions: We'll provide award-winning technology and support in the background while you increase your service offerings and improve client retention.

Expert Tax Team: You also gain a partnership with our in-house team of CPAs with guaranteed tax compliance in all 50 states and tax application services.

System Integrations



AMERICAN FUNDS®



America's small business insurance specialist.®



WHAT OUR PARTNERS ARE SAYING



"APS is top-notch and has helped my business run more efficiently and should be considered when looking for a Technology/HRIS/Payroll partner."
- Michael Seeling, AWS



"Companies should choose the best-in-class solutions that best fit their business needs. The integration between APS and Intacct provides our joint customers with a wide range of benefits to streamline processes and gain better visibility into their business." - Marc Linden, Sage Intacct



HiAccounting

"We are big fans of the APS platform and like the flexibility it gives us to manage our clients without separate logins. The APS team has been great to partner with, and they are extremely responsive to our questions and needs."
- Matt Delany, HIAccounting

About APS

APS has a mission: to make payroll and HR easier. We design our unified solution to simplify workforce management tasks for mid-market organizations. We provide our clients and partners with personalized service and support to accomplish their goals. Streamline payroll processing, automate HR workflows, and elevate the employee lifecycle with a single-system platform. We are APS, your workforce partner.

Mid-sized businesses choose APS as their workforce partner because of our focus on the customer experience. As a result, we continually maintain 98% customer retention and satisfaction rates. For more information on APS and how we can help make payroll and HR easier for your mid-market business, visit <https://www.apspayroll.com>.



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