

BRANDIE JONES

Company Payroll Processing LLC

“**I needed the best tool to do the job. Apex HCM truly is that tool - The Ferrari of payroll software!**”



Long considered the epitome of luxury sports cars, the Ferrari is an enduring symbol of speed, power, smooth handling and wealth. So, we here at Apex HCM were elated to hear payroll service bureau client Brandie Jones refer to our proprietary solution suite as "the Ferrari of payroll software." We concur, of course. But let's hear it from her...

Founder of Pittsboro, North Carolina's Company Payroll Processing, Jones began her career in the payroll and human capital management industry working in the corporate payroll department of a major pharmaceutical company. Her job involved providing accurate and on-time payment for 10,000 employees nationwide and another 5,000 based internationally. Upon relocating to a new market, she joined a CPA firm where she quickly noticed multiple compliance issues that, if left unaddressed, ultimately could have cost her employer and its clients immeasurable damage both financially and reputationally.

"They just didn't understand the structure of a fully compliant payroll operation, particularly when it came to pay garnishment," Jones said. Fortunately for both, an idea struck. Jones offered to purchase the firm's book of payroll-related business, creating a mutually beneficial referral relationship and allowing her to launch her own firm in 2014.

Jones's next move was to secure a payroll software platform that would meet her client needs and foster her business's growth. Her initial choice seemed promising at first, but soon revealed multiple troubling shortcomings.

"There was some instability with their calculations, which forced me to have to verify, at every payroll cycle, figures that should have been hard-coded, simple math such as Social Security and Medicare deductions," Jones explained. "I was unable to grow my business because I was spending so much time manually verifying what the payroll software I was paying for was supposed to provide."

Brandie Jones is founder of Pittsboro, NC's Company Payroll Processing offering a full suite of payroll and after-the-fact payroll services including year-end, Worker's Compensation and timekeeping solutions. Her firm also provides business services such as expense management, invoicing, collections, operational support and bookkeeping. Brandie credits Apex HCM with affording her company the tools to provide end-to-end payroll software and services; exceptional training; and a short work week that allows for a healthy work-life balance.

“My Thursdays and Fridays were free and I could enjoy them without having to worry about verifying calculations!”

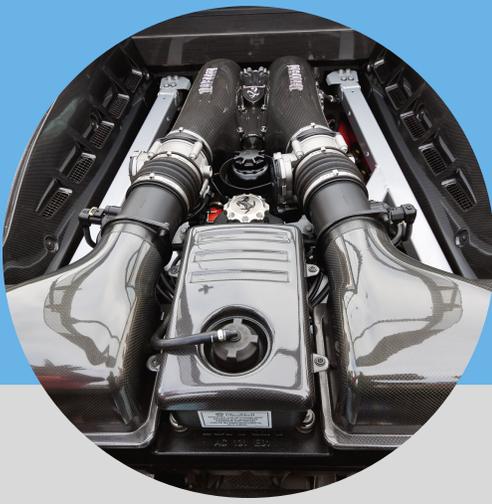


Switching to a second choice, Payroll Relief, also proved fraught with issues. Though the company offered what seemed a phenomenal price, the ultimate cost was devastating - to the tune of Jones losing half of her business. "Glitches happen, whether it's a tech glitch or my making a mistake in processing a client's payroll. Either way, when it happens, I want the flexibility to fix it and fix it fast," she said. "That flexibility was non-existent with the new provider. The customer service was very regimented in that I would have to prove that a mistake was made and wait for a decision on the provider's part."

Another issue was the lack of localized expertise that any independent payroll professional knows is critical. "As a payroll service bureau owner, I understand the payroll rules as well as, if not better than any software provider," Jones said, noting that large-scale payroll software providers often have trouble keeping up with the fast-paced changes in state and local-level payroll and tax legislation. That particular point of contention came to bear in mid-2021 when a tax algorithm update caused a host of system-wide inaccuracies in year-end processing. Among the most troublesome were calculations based on pre-taxed items, which led to revenue and income reports being overstated; mismatched figures on pay stubs and Form W2s; and incorrect Medicare and Social Security deductions. The provider's solution: Address the federal-level issues, but leave payroll service bureau clients to their own devices when it came to addressing state-level reporting.

A major sticking point with clients was the lack of 24/7, cloud-based access to their payroll information - a feature that increasingly is becoming a non-negotiable in today's uber-connected, cloud-based world.

After an intense search that involved pouring over customer reviews and conducting credibility checks with multiple agencies like the Better Business Bureau and various industry organizations, Jones found herself impressed with the offerings, reputation and background of Apex HCM, founded by payroll industry veterans and led with support from its Apex Industry Leadership Council, a group of Apex customers and industry stakeholders who participate in company research projects, product development roadmap planning. In fact, the majority of new product features and enhancements are proposed and voted upon by Apex customers.



**“Firing full-strength
on all cylinders!”**

Jones scheduled a demo with an Apex HCM representative, ultimately racking up countless hours of questions and conversations before signing on. It wasn't long before Jones knew she had chosen the right provider.

"My Apex HCM representative showed me every bell and whistle. I saw a program that would allow me to expand from a handful of clients to hundreds, no matter how many employees each of those clients had. And I could do it without needing to add on employees of my own," Jones recalled. "Shortly after I signed on, my client list doubled, my revenue grew exponentially and - the best thing - my work was finished by Wednesday afternoon, so my Thursdays and Fridays were free and I could enjoy them without having to worry about verifying calculations."

Not only is the switch Apex HCM affording Jones the opportunity to win back former clients, it also has opened up new avenues of business. "I recently relocated to a new area of North Carolina that has a robust restaurant market. Because of complicated compliance issues with tips and income recording, I didn't feel comfortable with approaching restaurant clients before. I do now. The world truly is my oyster. Where I didn't have the capacity to grow just last year, I can now make my business as big as I want it to be.

"It really is like driving that Ferrari," Jones added. "From soup to nuts, Apex HCM and my company together are firing full-strength on all cylinders."

Call Apex HCM at 877.750.2739 or [visit us online](#) to learn how we can help grow your payroll business.

INDUSTRY LEADING PAYROLL & HCM TECHNOLOGY - UNMATCHED PERSONAL SERVICE

Apex HCM leads the market in licensing cloud-based payroll and HCM software, combining industry leading technology with unmatched personal service. The company is a market leader in licensing cloud-based payroll, benefits and HR technology. Over 300 payroll service firms nationally use Apex's technology as the core of their business foundation. Our highly customizable and comprehensive suite of products and services include payroll & tax, time & attendance, benefits enrollment, ACA, human resources, mobile apps, reports & analytics, employee onboarding, applicant tracking, and other business management tools normally reserved for large enterprises. Apex HCM's cutting-edge cloud-based software allows its customers to effectively compete feature-for-feature with larger established firms while dramatically improving their workforce productivity.

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