



The New Payroll Service Model:

The payroll industry is changing, and the days of payroll service companies simply processing wages and printing checks is fading. Today's leading-edge payroll service bureaus realize that their value lies not in data input and processing payroll but rather in providing full service human capital management (HCM) outsourcing. This redefinition of the payroll service bureau also leads to higher customer retention and significantly larger revenue opportunities. Frank Plum, President of Workplace HCM, couldn't agree more. Workplace HCM offers far more than traditional payroll processing. In fact, 85% of Frank's customers actually process their own payroll via the Apex HCM platform and don't rely on Workplace HCM for the traditional payroll processing service. By providing clients online access and a broad suite of HCM services, Frank has driven growth in revenue and margins for Workplace HCM.

Frank Plum

President, Workplace HCM
Apex Customer



Frank Plum is the President
of Workplace HCM, operating
out of Marlton, NJ.

Frank's Story

At a prior service bureau, Frank and his partners used an outdated payroll platform with limited HCM capabilities. "We used Evolution previously, which has many modules and required lots of logins to make things work," Frank explained. "We were out there selling against these single sign-on platforms that used the language 'added features' to describe their product and that's exactly what we needed to compete in our market." Frank began a search for a payroll and HCM platform that would enable the business growth he envisioned. "We had to find a system that could keep up with our aspirations as a business - we didn't want to just market ourselves as a payroll company, but as a full HCM platform, with feature-rich capabilities."

Selecting A Software Platform

When Frank decided to open his own service bureau, Workplace HCM, he knew exactly how he wanted the business to be operated and branded. Frank wanted a cloud-based platform where clients could enter their own payroll information. Frank also wanted to brand Workplace as a full service HCM provider, not just payroll processor. "Powerful. Easy. Integrated ... that's what we wanted to provide our clients," Frank remembers. "We completely dedicated ourselves to being the full-service provider."

Industry Leading HCM Technology. Unmatched Personal Service.
Apex HCM Helps You Grow Your Business.

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A Different Sales & Marketing Plan

In addition to partnering with an industry leading payroll software partner Apex HCM, Frank pursued a different approach to sales and marketing.

“We even changed the types of leads we were targeting. To be successful we needed to seek out those customers who needed a full breadth of HCM and payroll services. Our success early on was learning how to capitalize on all the ancillary HCM services Apex offers. We packaged our platform, upfront, as a full suite option for customers. We charge a little bit more on the front end for a more in-depth implementation and training; competing as a better product from the get go by servicing all their HCM needs on one cloud-based single sign-on platform.”

Today, 85% of Workplace HCM customers utilize the Apex HCM Employer on the GO cloud platform to manage their payroll and HR.

Less Processing + More Selling = More Money

Frank described that not all clients are a good fit for an online, full suite style of services. Occasionally, there are one-offs and of course you never turn away business. But, to focus only on payroll processing is the old way of doing things. Today, end-users live on their phones, tablets and other electronic devices and expect ease-of-use and total convenience. “The online access and HCM services almost sell themselves,” Frank adds. Frank offers some advice for payroll service bureaus looking to expand their breadth of services and grow revenue, “Because the Apex platform goes from one feature into the other, it makes it that much easier to package and sell together. Also, encourage your clients to process online as well - really take advantage of the powerful, capable, cloud software. Think about it, the more time you’re not processing, the more you’re able to sell. And, the more you sell, well...we all do payroll, we know what that means!”

Apex HCM leads the market in licensing cloud-based payroll and HCM software.

We combine technology and personal service to streamline payroll and other workforce management processes. Frank wanted a product he could stand behind and found it with Apex.

To see if Apex HCM is the right software partner to help you expand your business, contact us to schedule a demo today!

To contact Frank or anyone at Workplace HCM, visit their website at www.workplacehcm.com or call them at 856-334-9711. To review Apex white papers, research briefs and customer success stories visit us at www.apexhcm.com/resources.

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