



FOR IMMEDIATE RELEASE

Apex® HCM Record Breaking Users' Conference

Atlanta, GA. (October 3, 2017) – Apex HCM, a leader in payroll and human capital management, announced the 2017 Annual Users' Conference, held at the Grand Hyatt, broke attendance records for customers and exhibitors for the 8th consecutive year. Marty Hamby, President Apex HCM, commented, "It is truly gratifying to see the growth in attendance every year. Even more gratifying is seeing loyal customers year after year and witnessing the growth of their businesses." To that point, Apex customer Mike Burton, President, Majestic Payroll stated, "Apex has played a critical part in assisting me in growing my client base almost 400% since we became Apex users."

The theme of the 2017 event was "Customers First" which the company demonstrated in action, not talk, by announcing many new initiatives and customer-centric policies including: extended tech support hours, elimination of many start-up fees, and the hiring of nearly two dozen new employees mostly focused in product development or customer-facing roles.

In addition to product training sessions, partner presentations, and industry updates, the conference also included a customer panel session on the topic, "Growing your payroll service business." Panelists included Mike Burton, Chris Cluff, VP Operations at Paper Trails Payroll, and Jake Arnold, Director of Operations at Genesis PPG. All panelists shared a perspective that strong partner relationships helped them grow their business. Arnold stated, "I am excited about the direction Apex HCM is taking to provide me the opportunity to grow my business by partnering with benefit brokers."

Throughout the two-day event payroll professionals, service bureau owners, and industry vendors all commented on the rapid industry growth and greater opportunity that lies ahead in leveraging payroll services software to expand into new areas of human capital management. Mike Burton added, "Apex has seen the future and is helping bring HR functionality to our business model. "

About Apex® HCM:

Apex HCM is a market leader in licensing cloud-based payroll and HR software technology and over 250 payroll service firms and vendors nationally use Apex's technology as the core of their business foundation. Apex's customizable, comprehensive suite of products and services include payroll, payroll tax, human capital management, applicant tracking and onboarding, time and attendance, reporting, manager and employee self-service, ACA compliance, mobile apps, workers' compensation, payroll debit cards and other business management tools normally reserved for large enterprises, now available to any business size. Apex's cutting-edge, cloud-based technology allows its customers to effectively compete feature-for-feature with larger established firms while dramatically improving their workforce productivity.

For information contact:

For more information, please visit <http://www.apexhcm.com> or call 877-750-APEX (2739).

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