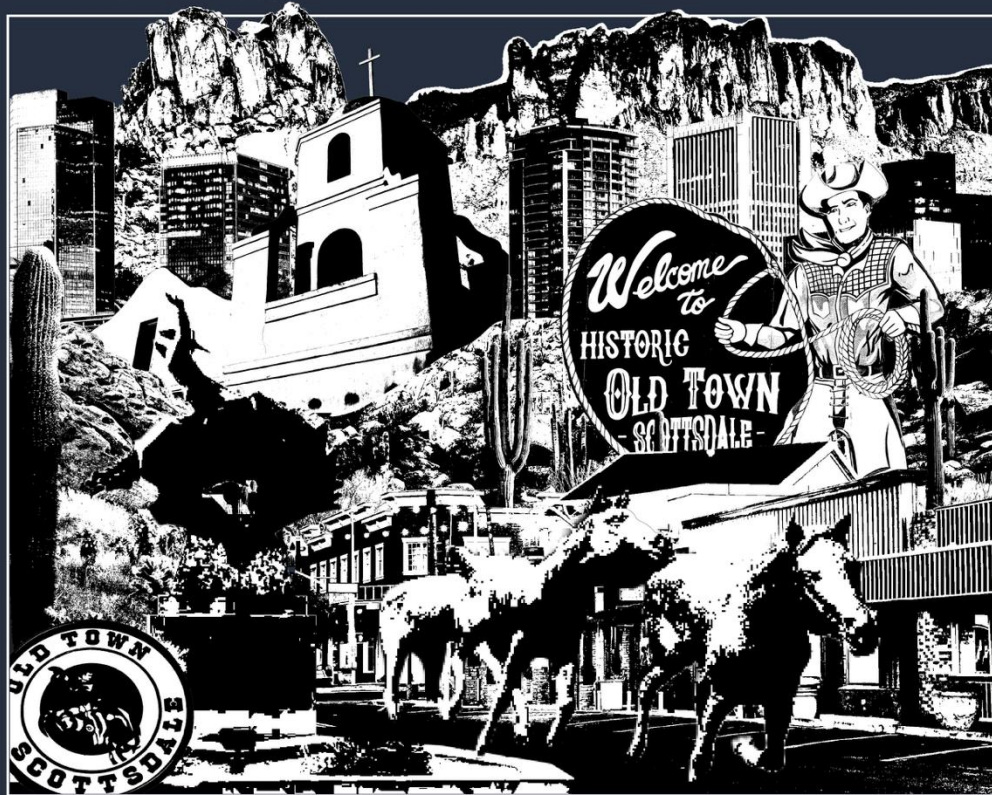




Welcome

Our Next Base Camp Live

At The Payroll Group Annual Conference



TUESDAY, MAY 5

SCOTTSDALE, AZ

DURING TPG 2026
ANNUAL CONFERENCE

The After Party

Sponsored by: [swipeclock](#) [ZayZoon](#) [POSTERElite™](#) [selerix](#) [E-COMP NOW!](#)
Lightning Fast • Easy • Awesome

Join us for our IPPA After Party at



LIVE MUSIC, EATS & DRINKS.



OLE RED | On The Strip | 9:30 p.m. - 11:45 p.m. | Tonight!

- At the corner of The Strip in front of the Horseshoe
- Drinks are on us!



Resource Page



Your Base Camp Live Resources



Thanks for Attending!

We hope you enjoyed our latest Base Camp Live event. Stay up-to-date with Swipeclock news and updates using the resources below.



Secret Shopper





Introductions

EXECUTIVE

- Shemin Nurmohamed
President and GM, Americas

PRODUCT

- Travis Richins – Director, Product Marketing

MARKETING

- Christopher Swan – Director, Partner Strategy
- Lauren DeSimone – Events
- Cary Snowden – Director, Partner Marketing

CUSTOMER SUCCESS

- Holly Heldt – Director, Customer Success
- Geoff Blomquist – Director, Channel Dev

OPERATIONS

- Joe Sharpe - Operations

SALES

- Jen Esterheld – VP, Sales
- Erica Kahle – Senior Account Development



Agenda

- 12:00 | Welcome — Cary Snowden | [You Are Here]
- 12:05 | View from the Top — Shemin Nurmohamed
- 12:15 | Scout Report — Travis Richins
- 12:25 | Trail Review — Geoff Blomquist
- 12:40 | Camp Operations Workshop — Christopher Swan
- 12:55 | Fireside Chat — Holly Heldt
- 01:10 | Idea Exchange – New Business — Holly, Travis, Geoff, Cary
- 01:30 | End of Meeting

VIEW FROM THE TOP

Shemin Nurmohamed





The price of a Coke

What is the value?

 \$10.00

 \$0.25



Grow your business

By building value

- At the bottom, I'm paying for a product.
- At the top, I'm paying for
 - Delivery (experience to know how to get it there),
 - Effort (a dedication to service),
 - Certainty (the expertise to execute),
 - ...and timing when it matters most.
- Value has increased, and I'm willing to pay more.

We get this!



We're here to help

Providing the resources you need to deliver success at the top

- Solutions
- Skills and Education
- Resources

SCOUT REPORT

Travis Richins



Multi-Company Access

Multi-Company Access lets customers manage multiple WorkforceHub companies from one secure, non-billable login, without impersonation.

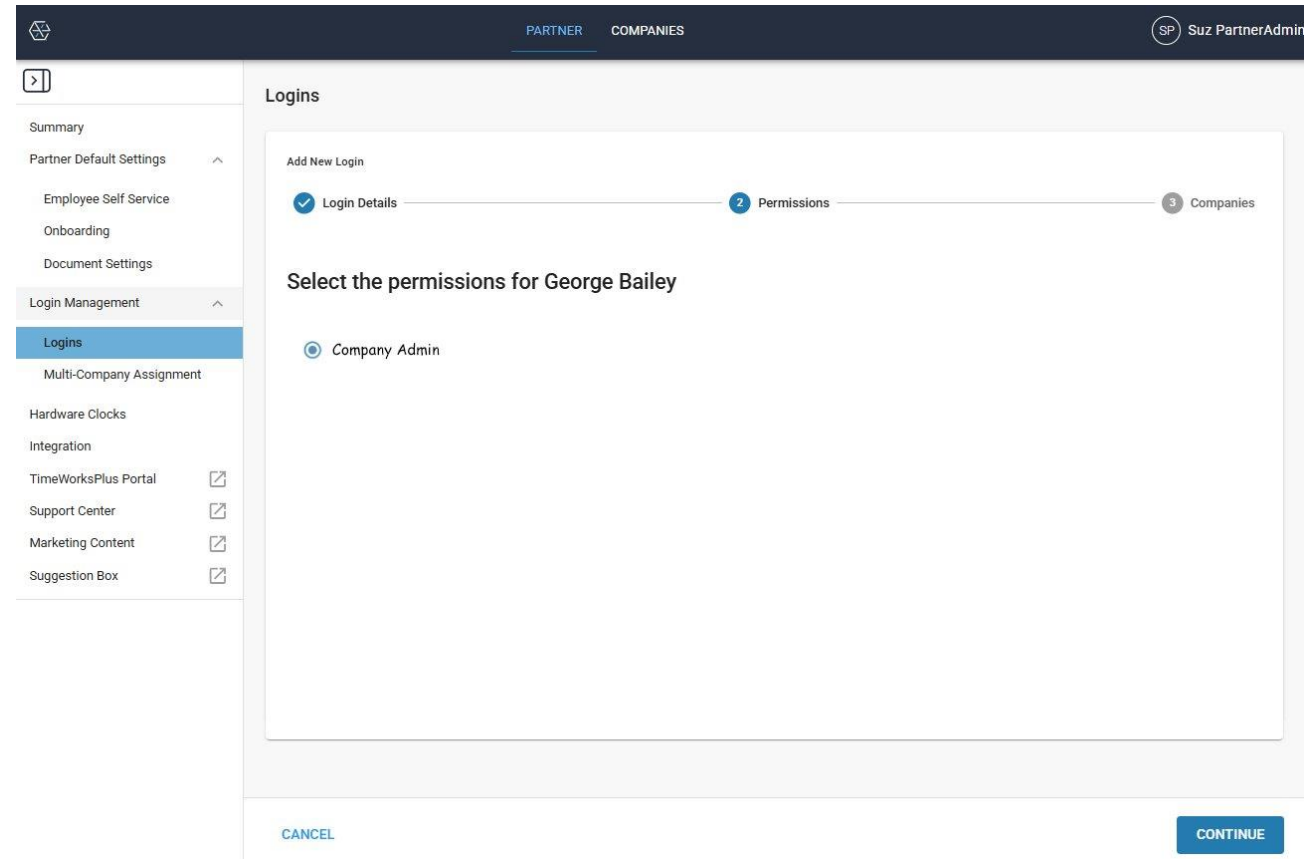
The screenshot displays the 'Logins' management interface in the Suz PartnerAdmin system. The left sidebar contains navigation options such as 'Summary', 'Partner Default Settings', 'Employee Self Service', 'Onboarding', 'Document Settings', 'Login Management', 'Multi-Company Assignment', 'Hardware Clocks', 'Integration', 'TimeWorksPlus Portal', 'Support Center', 'Marketing Content', and 'Suggestion Box'. The 'Logins' section is currently active. The main content area is titled 'Logins' and includes a progress indicator with three steps: '1 Login Details', '2 Permissions', and '3 Companies'. Below the progress indicator, there is a form for adding a new login. The form contains the following fields: 'First Name *' (George), 'Last Name *' (Bailey), 'New Login *' (GBailey-PCO), 'Email *' (gbailey@test.com), 'Phone', 'New Password *' (masked with dots), and 'Confirm New Password *' (masked with dots). A note indicates that the password must contain two of the following criteria. The 'Login Type' is set to 'Partner Company Operations' via a radio button. At the bottom of the form, there are 'CANCEL' and 'CONTINUE' buttons.

What It Does

One person. One login. Many companies.

Multi-Company Access allows:

- A single login to access multiple WorkforceHub companies.
- Direct admin work without logging in and out.
- Actions performed as a named user, no impersonation.
- Access that is not tied to an employee record.



How You Should Position It

Low explanation. High perceived value.

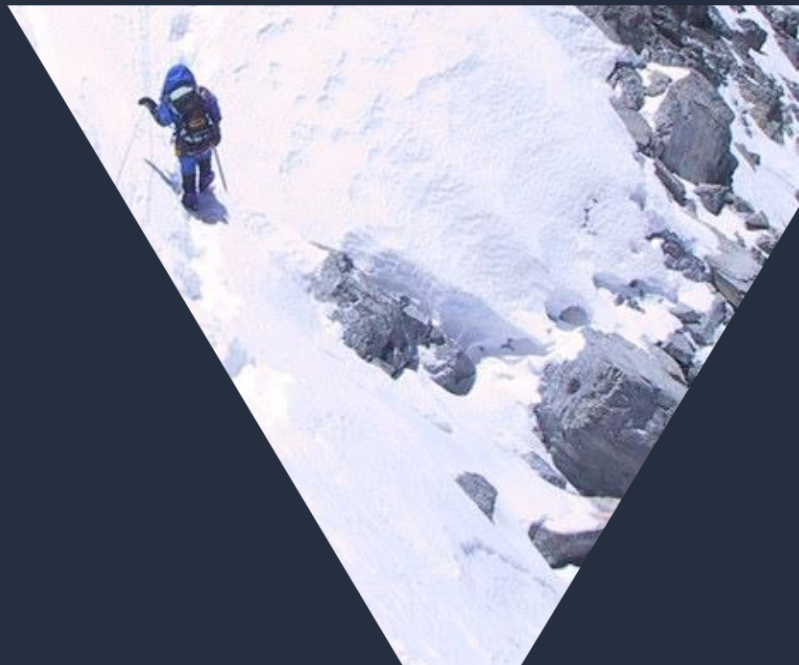
Value points:

- Simplicity
- Control
- Centralized notifications
- Reduced operational chaos

The screenshot displays the 'Logins' configuration page in the Swipeclock Partner Admin interface. The page is titled 'Logins' and features a progress indicator at the top with three steps: 'Login Details' (checked), 'Permissions' (checked), and 'Companies' (3). Below the progress indicator, the text reads 'Select the companies that George Bailey will have access to.' Underneath, there are three radio button options for 'Company Access': 'Can access all companies' (selected), 'Can only access selected companies', and 'Can access all companies EXCEPT for selected companies'. At the bottom of the page, there are 'BACK' and 'COMPLETE' buttons.

TRAIL REVIEW

Geoff Blomquist





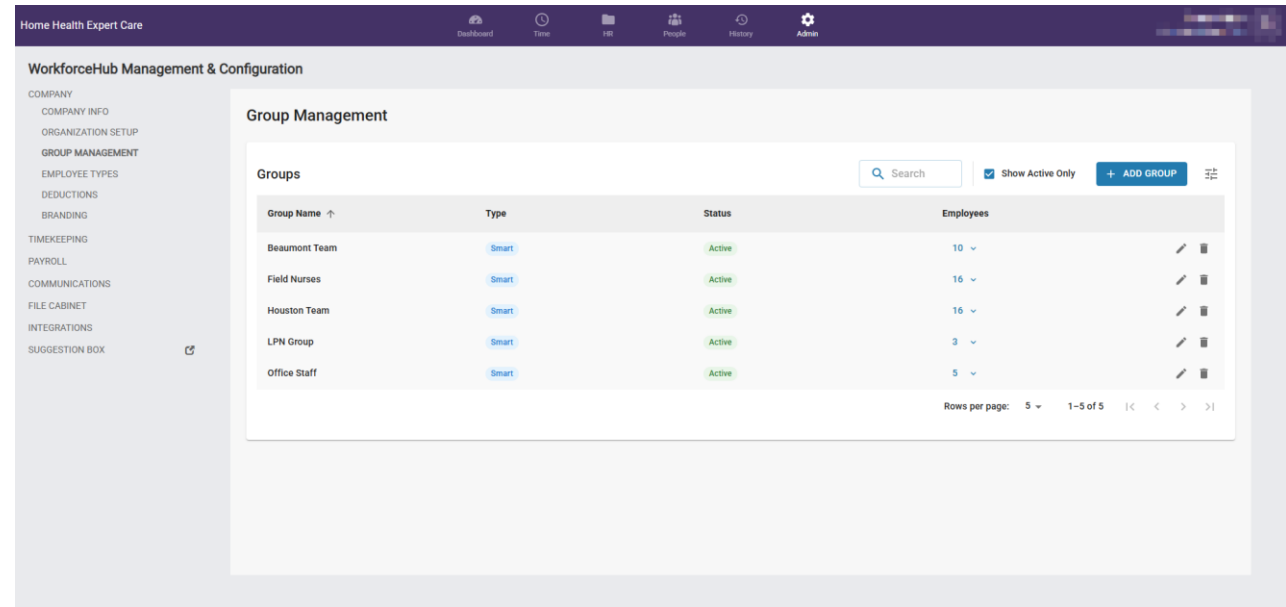
Management Tools

Greater Efficiency

Group Management

Clock registration

For intelligent clocks

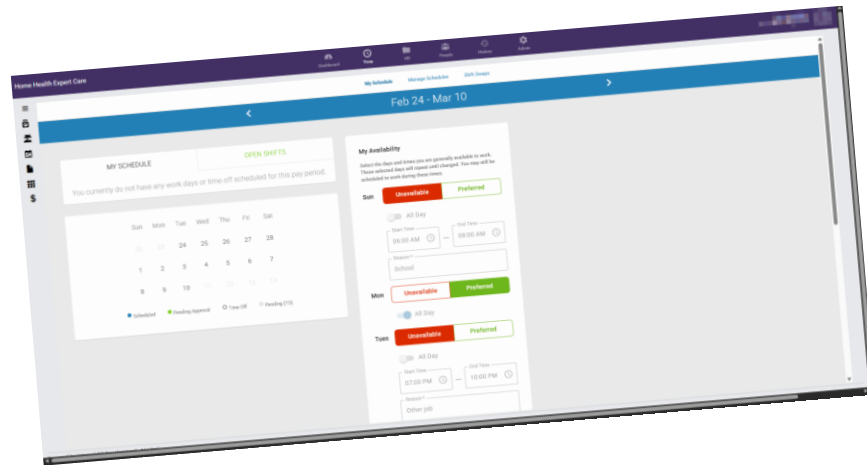
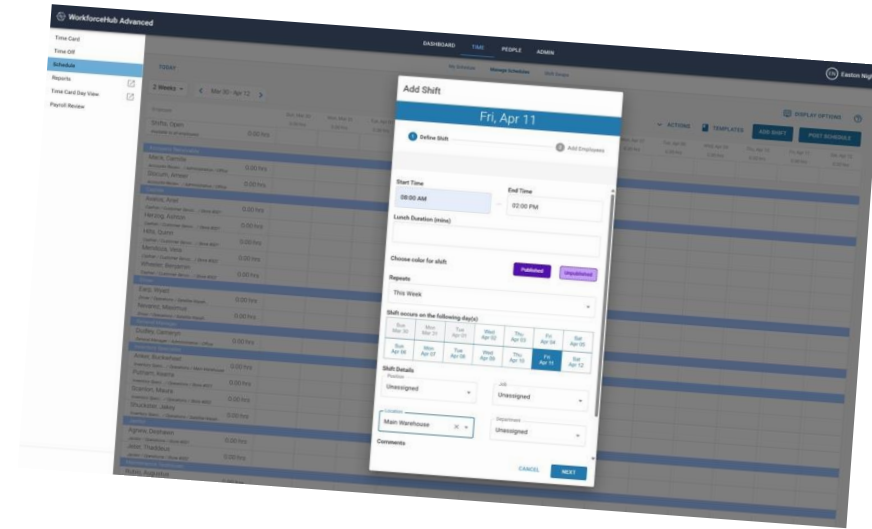


How does this help you grow? More oversight allows your clients to manage more on their own while greater efficiency helps you do more with fewer resources.

SmartShifts

Scheduling insight

Allows managers to schedule more effectively



Employee Availability

Better communication

Allows employees to enter availability times



How does this help you grow?: Helps solve a top-of-mind need for new clients who schedule employees and wrestle with job, location, skillset and availability challenges. These two features help schedule the right people for the job.

Integrations and Vendors

Building on connections

- **Apex**
- **ZayZoon**
Earned Wage Access (EWA)
- **Canary**
Work Opportunity Tax Credit (WOTC)

More in the works!



How does this help you grow?: Integration allows flexibility to choose payroll platforms while offering all-in-one functionality that helps eliminate costly errors and improves efficiency. Partnering with other 3rd party vendors increases value.

Strengthening the Partnership

Keys to strong partnership

- Regular communication and engagement
- Education / Product Knowledge
- Partner Support
- Partner Programs
- Resources: Knowledge Base , PEP (Partner Empowerment Portal)
- Open to Feedback / Partner Surveys
- Open to learn. - *"I personally have learned a lot from our partners, please continue to engage."*
- We hear you!
We're working on a few fun things for you, our partners.



CAMP OPERATIONS WORKSHOP

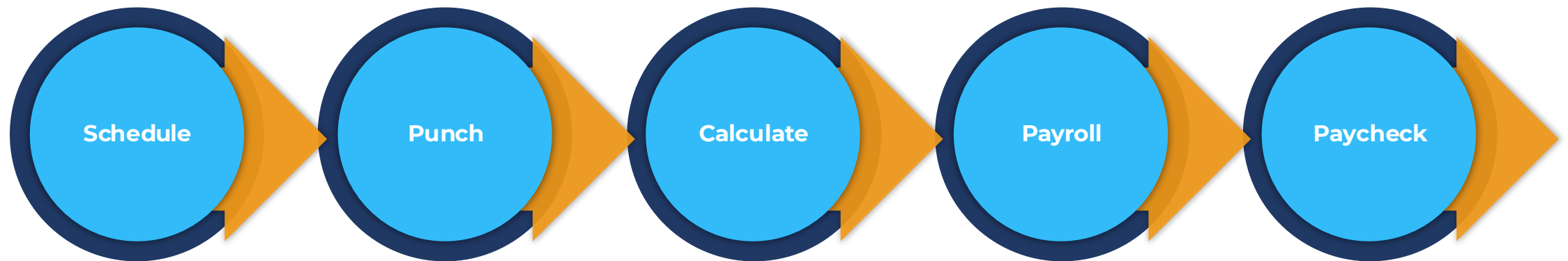
Chris Swan





From Punch to Paycheck

WorkforceHub:
Reducing payroll production friction

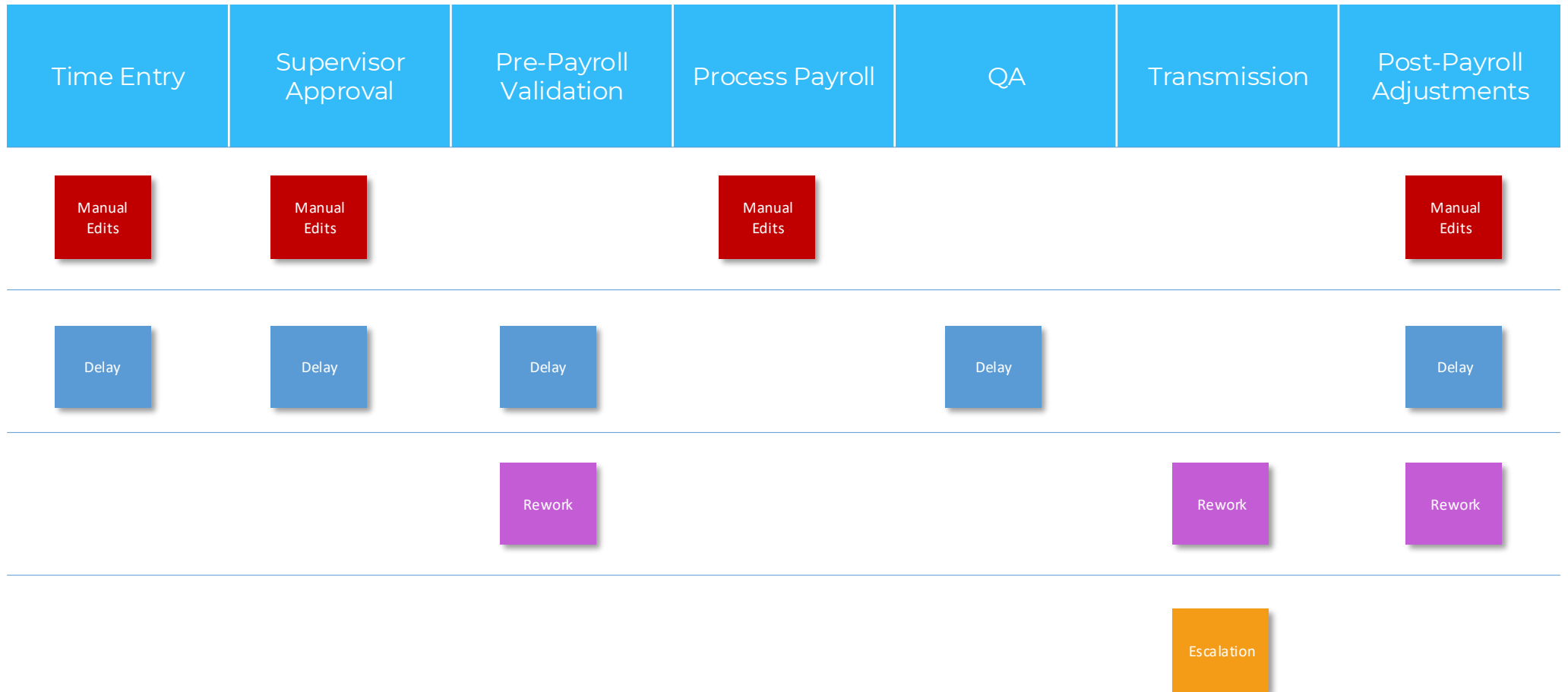


Employee Compensation Cycle



Payroll Friction Chart

- Editing timecards
 - Fixing coding errors
 - Spreadsheet reconciliations
 - Retro calculations
 - Manual imports/exports
 - Override approvals
 - Off-cycle adjustments
- Waiting on supervisor approvals
 - Missing timecards
 - Pending client clarification
 - File transmission failures
 - Slow integrations
- Payroll escalation after QA
 - Reissuing checks
 - Adjusting retro pay
 - Reprocessing due to coding errors
 - Amending tax filings
- Client complaints
 - Executive inquiries
 - HR involvement
 - Finance review
 - Legal/compliance flags



Payroll is downstream

Friction is created upstream

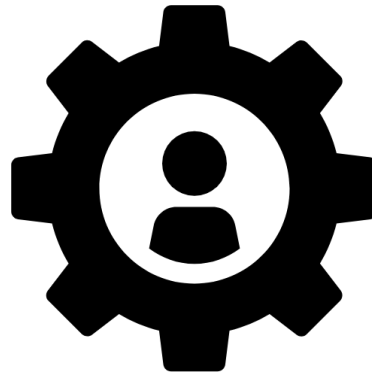
Capture



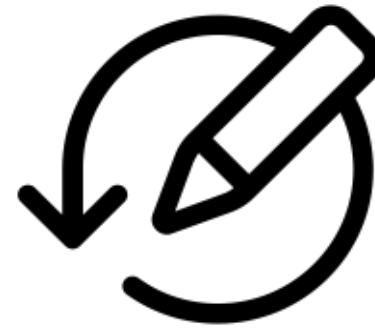
Manager Edits



Adjustments



Corrections



Document

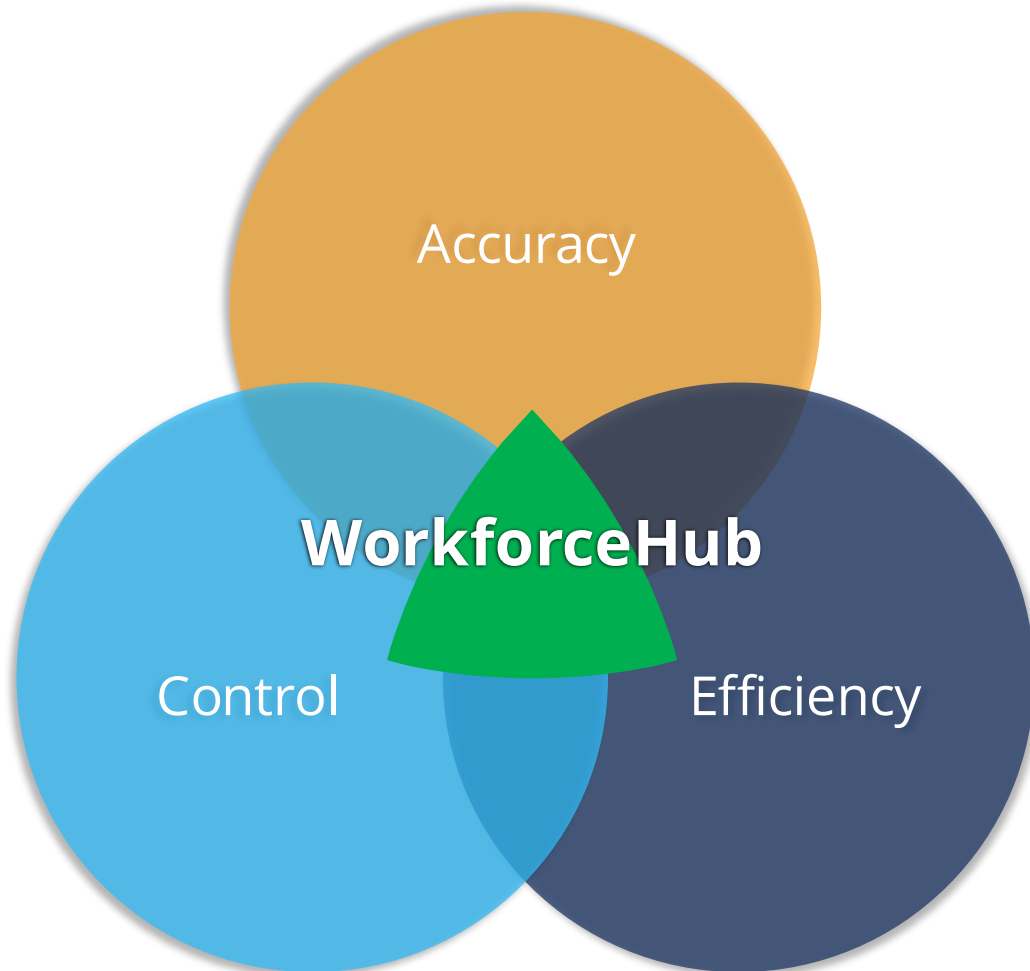


Every handoff is a chance to introduce **risk**.



The Core Insight

This is a control problem, not just an accuracy problem



Accuracy

- Were all paychecks correct?
- Did we accurately calculate tax impound?
- Did payroll reporting balance?

Control

- Did we prevent volatility?
- Was rework required?
- Do we have audit exposure?



Symptoms of Workforce Friction

This is a control problem, not just an accuracy problem

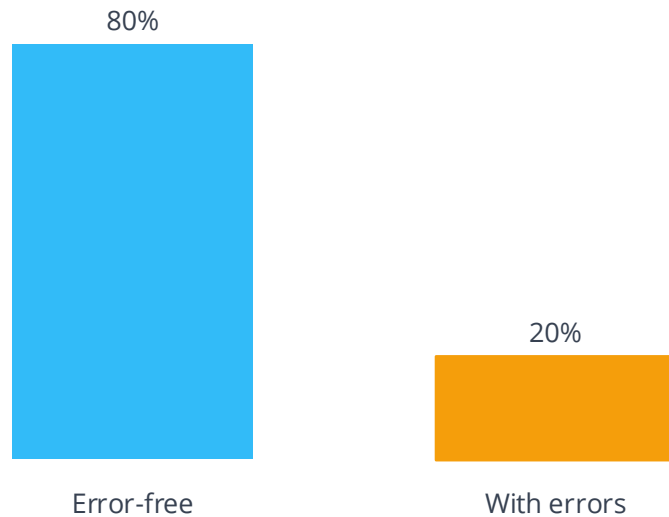




The Rework Tax

Payroll errors are structural leakage

% payrolls with errors



Ernst & Young HR processing risk and cost survey

\$291

Average cost per payroll error (survey-based estimate)

- Each error becomes a ticket, escalation, and rework or off-cycle run
- WorkforceHub reduces errors by eliminating manual entry stabilizing inputs
- Good data in means higher margins

Three Stabilization Levers

For control, stabilization must happen upstream



Integration



Validation



Ownership



WorkforceHub



The Result

Operational sanity

Fewer corrections, off-cycles, and crisis escalations.

Churn insurance

Embedded workflows increase “pain of exit.”

Margin expansion

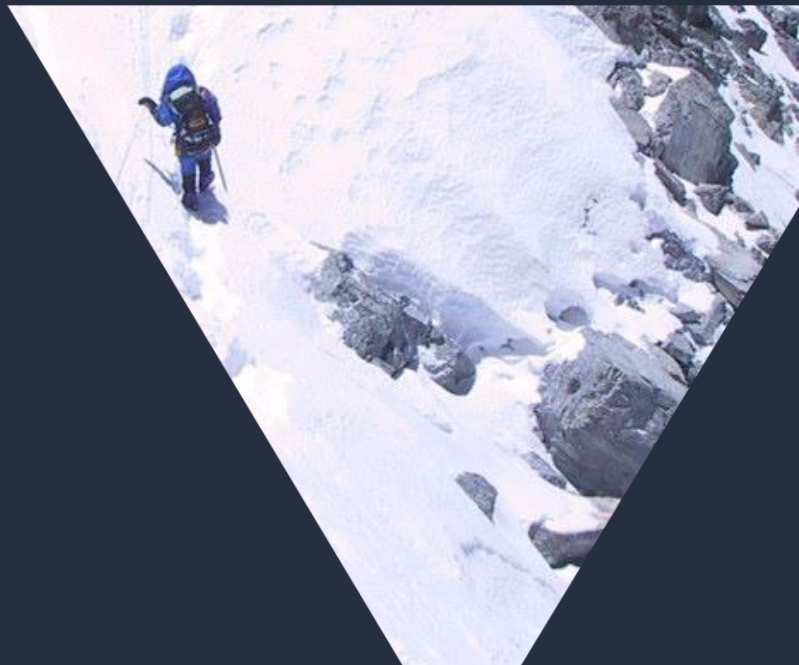
Attach revenue without proportional payroll headcount.

Defensible compliance

Audit-ready records and earlier risk detection.

Fireside

Holly Heldt





Building With You, Not For You

A Conversation on Communication, Feedback, and What's Next

In the past year, we:

- Increased structured partner surveys
- Expanded feedback beyond email & calls
- Collected cross-partner insights (not just 1:1 anecdotes)
- Used data to guide product, support, and GTM decisions

Help Us Better Support Your Success

What We Asked:

Focus Areas:

- How we communicate
- What materials helps you sell more?
- Where do support friction exists?
- What resources are missing?
- What drives your site growth?



What Your Peers Said

T&A Alignment

59% promote Swipeclock as their only T&A solution

Integration Strength

43% say integration works *very well*

Why Partners Don't Resell More

45% Customers already use another solution

26% Tech limitations/integration gaps

25% Missing features

What Holds You Back from Adding Customers?

21% – Payroll integration is a barrier

20% – Customers don't ask for it

16% – Lack product confidence

16% – Onboarding/support concerns

Top 3 Requested Growth Supports

47% – Product training (live or recorded)

38% – Customer support improvements

33% – Integration guides

What Matters Most in a Partnership

- Responsive support & enablement
- Easy integration w/ existing tech stack
- Competitive margins & rev opportunity

What We're Doing About It

What We Are Taking Away

From Survey #1, we are:

- Building a clearer reseller support model
- Improving documentation and training access
- Enhancing sales enablement materials
- Aligning product roadmaps with reseller-driven needs
- Creating more consistent communication cadence





WorkforceHub In-Product Support Partner Interest Survey

Before We Asked You - We Tested It

We didn't want to bring you an idea — we wanted to bring you proof

- 1,132 average daily Admin/Manager users
- 2,272 guided launches
- 955 completed walkthroughs
- Engagement focused on core workflows (adding employees, timecards, admin tasks)

What Your Peers Said

Interest in Offering In-Product Guided Support

- **69%** Very interested
- **22%** Somewhat interested

👉 **Largely positive interest overall**

Most Valuable Outcomes (Top 4)

- **81%** Better end-user experience
- **65%** Reduced training/support effort
- **59%** Faster onboarding for new users
- **49%** Fewer support tickets

👉 **Clear focus: reduce friction + reduce support load**

Would This Help Customers Adopt Faster?

- **35%** Yes — strongly
- **43%** Yes — somewhat
- **3%** No

👉 **78% believe it would accelerate adoption**

Would You Enable Across Your Portfolio

- **32%** Yes
- **35%** Likely
- **24%** Uncertain
- **3%** No

👉 **Positive commitment signal**



Top Concerns Raised

Cost Sensitivity

Strong resistance to added per-client or per-employee fees; preference for inclusion within existing partner tiers.

Portfolio-Wide Rollout Logistics

Need clarity.

Brand Alignment / White Labeling

Desire for customizable or co-branded guidance to maintain payroll-first positioning with their clients.

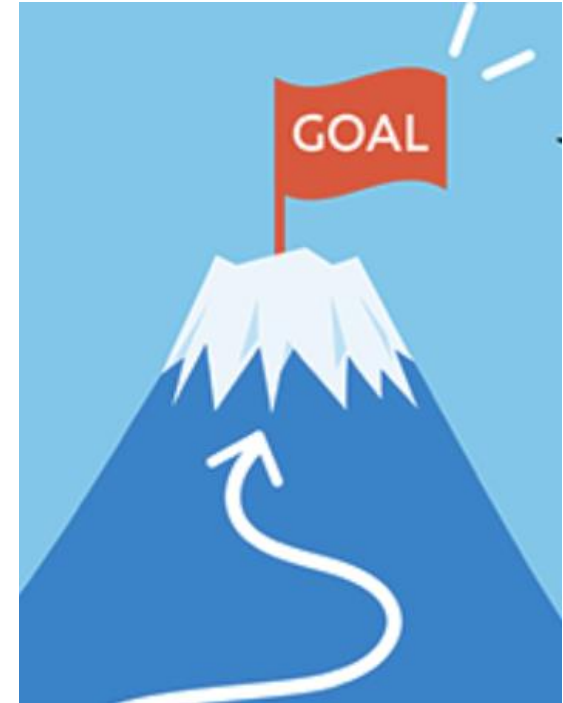
Control & Administrative Oversight

Request for control over what guidance is displayed, customization of messaging, and visibility into usage analytics.

Why This Matters to the Bigger Goal

Our goals:

- Enhance the right product ideas you need
- Build a true reseller-first support model
- Support your sales and go-to-market motion
- Make WorkforceHub an expandable offering in your portfolio



 We are moving from informal feedback to a measurable partner operating framework.



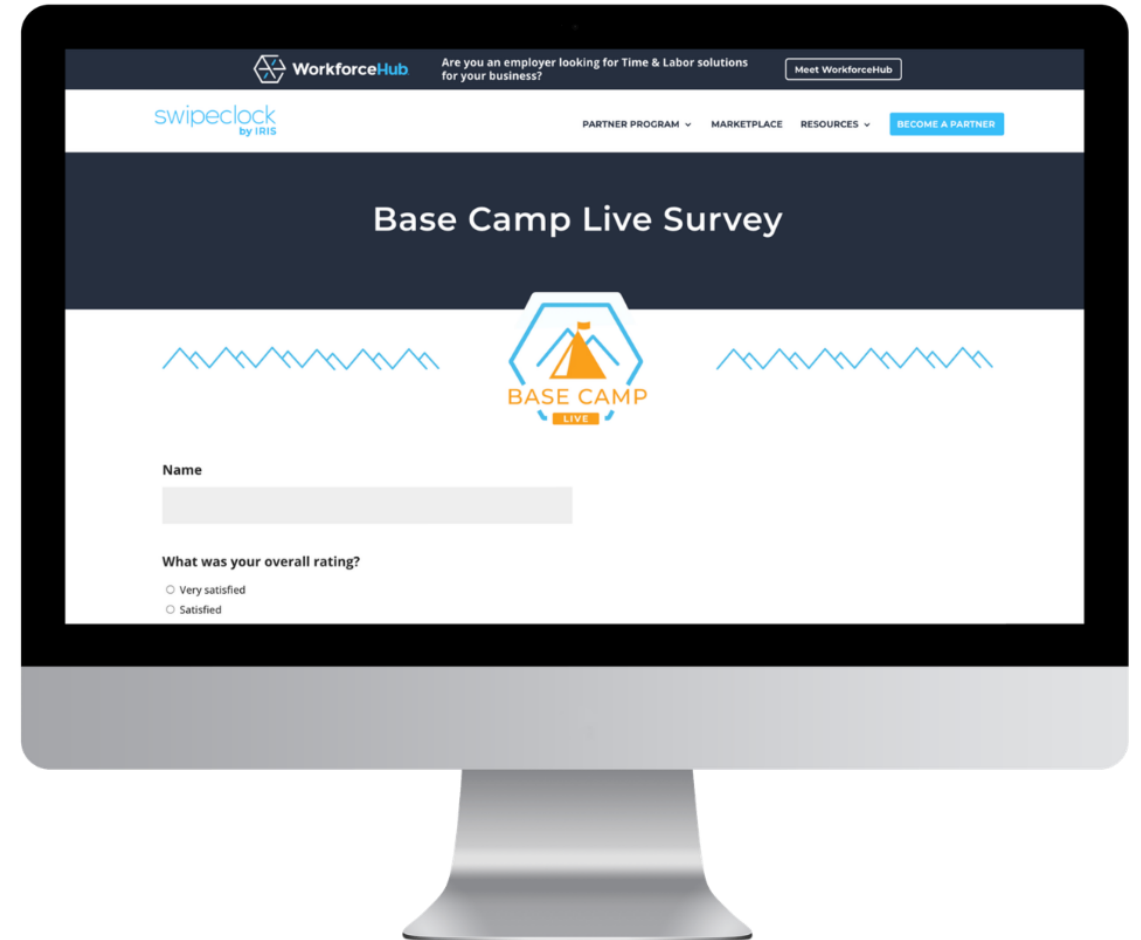
“The data gives us direction — but growth doesn’t happen in a spreadsheet, it happens in partnership. If integration and support are what drive confidence, then this next conversation is about removing friction together.”

IDEA EXCHANGE

Holly | Travis | Geoff | Cary | Chris



Share Your Feedback





Resource Page



Your Base Camp Live Resources



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Partner Empowerment Portal - PEP

Welcome to the
Swipeclock Partner
Empowerment
Portal (PEP)

swipeclock

LOGIN TO GET STARTED
Enter your credentials below or request an account.

Email

Password

Login

[Lost your password?](#)

Don't have an account yet? [Request An Account](#)

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What you'll find inside:

- Co-branded marketing materials
- Ready to go marketing kits
- Partner Academy training & sales enablement
- Pricing guidelines
- Trends & Analysis
- And much more!

partner.swipeclock.com



Thank you for joining us!



See you at the Summit!
Registration opens in June!

