

PRESS RELEASE

For Immediate Release

Polaris Payroll

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Cloud Based SaaS Private Label Payroll Programs Offer Multiple Business Model Options Through PolarisComplete.com

Polaris Complete has launched several new programs offering Private Label Payroll solutions to meet the needs of the changing landscape of the business services provider market.

(Apex, NC – April 16, 2014) – Polaris Payroll™, a provider of SaaS Payroll Processing and Human Resource solutions to Payroll Service Bureaus (PSB) of all sizes, continues to leverage its Software-as-a-Service (“SaaS”) Payroll and HR platform by announcing the launch of several new Private Label Payroll Processing Solutions under the Polaris Complete™ platform.

The dynamics of the business services marketplace are undergoing significant changes. Larger national competitors offering a wide range of options to the SMB market are steadily encroaching on market share of other business services providers, large and small. However, some of these providers, such as insurance brokers, benefit providers, CPA firms, and others are finding success by tying in and offering payroll services with their other products and services.

“We see opportunity for business services companies to retain clients, and even gain market share by adding the right private label payroll solution to their list of services. Unlike traditional payroll service offerings, Polaris Complete™ provides a true private label solution and management feature set that can be tailored to meet the requirements and specific needs of different business service providers in the marketplace,” states Matt Minafo, Director of Marketing.

“Polaris Complete™ offers more than a typical white label payroll service. While branding is an important feature of our software, the real advantage of our solutions is the combination of both software and operational support that provides a foundation for quick and scalable growth,” continues Minafo.

Along with traditional affiliate partner programs where you create and manage a profit center, Polaris Complete™, with its multiple business model solutions, provides businesses an opportunity to build a valuable operating asset over a period of time.

Key differentiating features of the Polaris Complete™ opportunity include:

- TECHNOLOGY – Cloud Based SaaS proprietary software
- MARKETING – Extensive Private Label capabilities
- INTEGRATION – Ability to create custom integrations with existing software
- BUSINESS PLANNING – Ability to select and customize a solution to match your business

The Polaris Payroll platform is a robust application capable to meet the payroll and HR needs of a wide variety of businesses, while the support team provides expertise in all aspects of payroll and tax management, creating a complete private label payroll solution.

“We are dedicated to providing creative solutions to meet the needs of a dynamically changing market. With the introduction of these new programs, and the evolution of our software, we have taken a big step in providing business services companies a powerful opportunity to grow their businesses and importantly to remain relevant to their customers,” concludes Minafo.

Whether a business wants to add payroll to their existing product offerings or desires to build a dedicated payroll service provider business, Polaris Complete™ provides solutions to match their goals and objectives.

To find out more information, visit www.polariscomplete.com

About Polaris Payroll Complete™:

Founded and developed by payroll service industry veterans with more than 20 years experience, Polaris Payroll Complete combines the knowledge and expertise of running every aspect of a payroll service business with an industry leading, proprietary technology platform. Our complete system and team of consultants are available as the foundation for your business growth.

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