

# CASE STUDY

## iSolved Network Helps PERFORMANCE HCM Increase Sales and Expand Markets

### At a Glance

#### Performance HCM

A Greenville, SC-based financial services bureau, Performance HCM was founded in 2006 by David Hudson, president & CEO, and Penn Gaines, COO. The company serves more than 1,200 businesses in 48 states, Puerto Rico and the Virgin Islands. In 2016, the company began to search for a new technology partner that could better serve their existing clients and attract new clients. After considerable research and reviewing several potential partners, **Performance HCM** joined the **iSolved Network**. The company's growth and sales success led to its being named **iSolved Partner of the Year** in 2017.



### The Challenge

Ten years after founding their successful service bureau, David Hudson and Penn Gaines decided to replace the company's aging financial services platform with a more robust technology. "We realized that our existing platform was getting dated, and it was not growing with our client base. The technology was falling behind, and we were concerned about its development pathway," David said. Clearly, it was time to make a change. David and Penn began the process of finding a new HCM software partner.

### The Search Process

"We began to look at the different options—we did look at three other platforms, but at the end of the day we settled on **iSolved**," David said. They also did a lot of additional research before making a final decision, according to Penn. "We talked to other service bureaus who were in the same position we were two or three years ago, and who were already making decisions on new platforms. So, we benchmarked with them, and had calls with them. We talked to some of their clients about the new software and conversions. We talked to some of their employees about it to get a feel for it and had some visits," he said. "And iSolved continued to win out when we compared their platform versus the others."

“Our overall sales are up by about 20 percent [since joining iSolved]. We’re pursuing larger customers and our most recent clients have had more than 400 employees.”

— David Hudson

### Why iSolved?

David and Penn cited several important reasons that led them to choose **iSolved**. David said the **technology** was absolutely the number one reason for their decision. "Our Legacy platform was not a web-based or SAAS product, so we were very excited that iSolved was completely web-based and would be accessible from any device," he said.

Other key factors were:

- **The security of the system** and the way it was built into the system. "We felt it met the needs of the clients we were trying to serve," they said.
- **The pricing of the product.** "It was attractive, it was fair, and we felt like it would work with our model," both men agreed.

And finally, both David and Penn say, "**We like the people.** There was synergy - there was good chemistry. We felt like the resumés of the leadership at iSolved were the best overall of any group we looked at."

## The Client Conversion Process

Converting a thousand or more client businesses to a new, unfamiliar platform can be daunting. Both men agree the changeover process has been better than predicted. “The process is ongoing for us,” Penn explained. “We have a pretty big base of clients. But [the conversion] has been good. It’s been better than expected, probably better than advertised.”

“I think the clients’ feedback has been overall very positive,” David added. “They really like the ease of accessibility. They like the single application for all four of iSolved’s major services. The product has payroll, time and attendance, human resource management and benefits administration in one unified database. The client feedback is extremely positive about that.”

“One of the best questions that I have been asked by other bureaus who are looking into this and doing their due diligence is: ‘Would you do it again?’ The answer there is a clear **YES, we would**,” David said.

## The Results and Benefits

Since becoming an iSolved Network partner, **Performance HCM’s** sales process is really evolving. “We are pursuing larger clients, so we’re able to go up market now. We used to really focus on 10 employees to 250. Today we’re focusing on 10 employees to 1,000,” David said. “[Of our] two most recent wins, one is a company with 451 employees and the other is one with 500. Those wins weren’t happening before **iSolved**.”

“Our overall sales are up by about 20 percent year-to-date over where they had been. I’d like them to be up 40 percent. I think we can get there,” David said. “We are pursuing larger customers and some different verticals in industries successfully. We have an increase in sales and we do have more opportunities.”

Performance HCM’s phenomenal success since converting to the iSolved platform earned the company the honor of being named “Partner of the Year” in 2017.

“Performance HCM had a great year,” said Justin Raniszkeski, Chief Commercial Officer. “They are a true Partner to the iSolved Network, delivering the white-glove service their customers love while providing iSolved, the robust HCM platform, to their clients. We are proud to call Performance HCM our partner and enjoyed honoring them with the Partner of the Year award at our President’s Sales Club event this year.”