



FOR IMMEDIATE RELEASE:

Apex® HCM Customers Rave About Align 2018 Conference

Roswell, GA. (October 9, 2018) – The surveys are in and it's official, Align 2018, the Apex HCM Annual Users' Conference scored an all-time high in positive feedback. Align 2018 marked several significant changes in terms of content, speakers, and venue. "This year the Apex Industry Leadership Council, a diverse group of Apex payroll service bureaus, started planning the conference nearly 10 months ago. They focused on developing richer content, sharing best practices and encouraging customers to be session presenters. In addition, they supported a new conference location to celebrate Apex's 10-year anniversary. We are very pleased that our customer base responded to the changes with such positive feedback." stated Ian Oxman, Chief Marketing Officer.

Specifically, exit surveys distributed at the conference revealed that 93% of attendees were pleased or very pleased with their conference experience and the value of attending. Attendees rated Align 2018 from 3.5 to 3.7 on a 4.0 scale across several aspects of the conference. Following the conference, Apex sent attendees a more in-depth survey which resulted in similar satisfaction scores and 95.4% reporting that the product roadmap and future technology Apex presented increased their confidence in Apex HCM as their payroll and HCM software partner.

Robert Digby, CEO Apex HCM, commented, "Users' Conferences enable the face to face client engagement that is necessary to drive our product innovation feedback and closer partnerships with our customers. It pleases me, and the entire company, that our customers received great value from attending Align 2018 and that they believe and confirm our new product vision."

At Align 2018, Apex announced that the highly successful Selling Skills Summit: S3 will become an annual event and repeat in Atlanta, July 2019. The S3 event specifically addresses sales and marketing training to help payroll service bureaus more rapidly grow their business. S3 supports Apex HCM's mission to help customers grow their payroll and HCM business. [Video of Apex HCM S3 conference](#)

About Apex HCM

Apex® HCM is a market leader in cloud-based payroll and HR software technology and used by over 325 payroll service firms and vendors nationally. Apex's customizable 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.

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