



PARTNER ADVANTAGE SUMMIT **2022**





PARTNER ADVANTAGE SUMMIT **2022**

WELCOME





MEGHAN GIZ

Vice President Channels – Partner Advantage Program



JUSTIN ESPOSITO

Divisional Vice President Channels

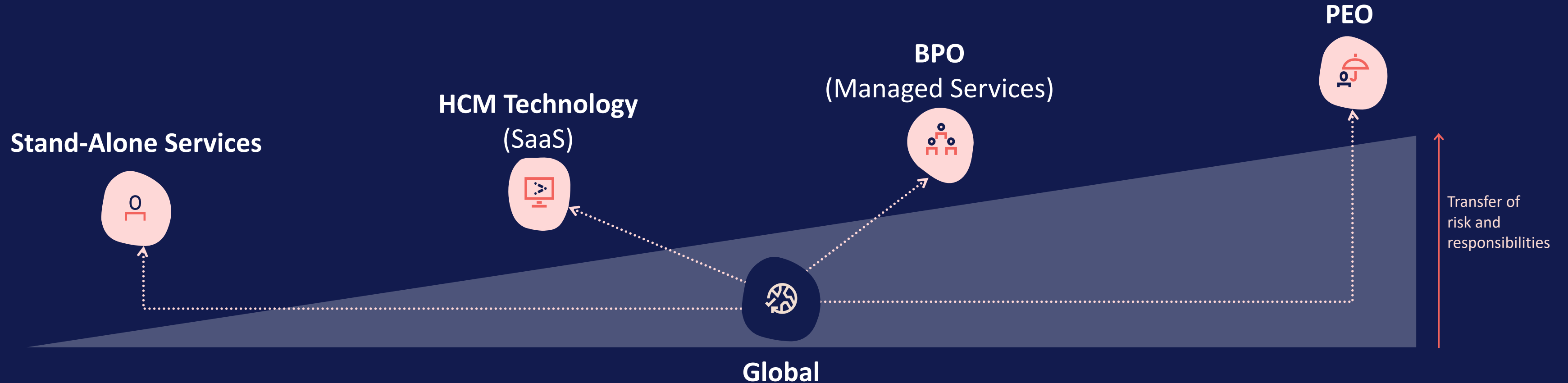
Partner Advantage Program Mission

WE ARE STRONGER TOGETHER

The Partner Advantage Program was born from the need to arm our best referral partners with tools and resources to elevate the client experience with exclusive offerings that solve critical business issues to fuel growth for our organizations. This membership helps you achieve:

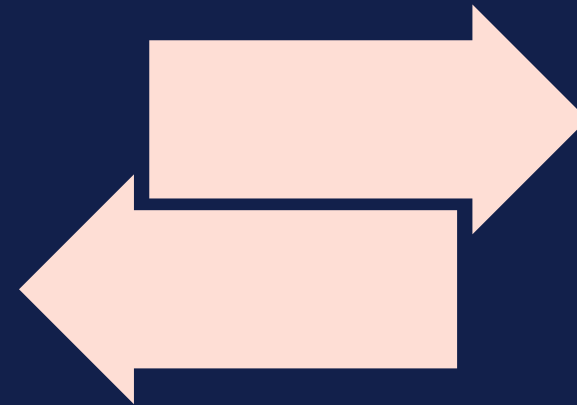
- Value Creation
- Client Acquisition & Retention
- Margin Expansion

ADP is the ONLY Human Capital Management provider that can deliver insight, expertise, and ROI across all 5 Human Capital Business Strategies



Partner Advantage Program Mission

WE ARE STRONGER TOGETHER



For your firm 		For your clients 	
Financial incentives	✓	✓	Dedicated implementation
Executive Relationship Manager	✓	✓	Dedicated service support
Co-branded marketing tools & prospecting events	✓	✓	Award-winning HCM technology
ADP HCM product training & certification	✓	✓	Actionable insights based on ADP data
ADP Partner Portal	✓	✓	ADP Advantage*
ADP Data Insights	✓	✓	Professional Services Client Optimization**

Partner Advantage Program



Est. 2019

33

Partners



2020

93

Partners



67 Brokers, **26** Accountants, **20** Private Equity, **32** VARs

146

Partners



PARTNER ADVANTAGE SUMMIT 2022

Partner Advantage has grown business

30,000

Mutual Clients

1,500

New Clients

47

Million Dollars Sold

Members in attendance today

Aebly & Associates	Employee Retention Solutions	Innovia Consulting	Payroll Sync	Sun Life
Alliant Insurance Services	Enavate, Inc.	Jersey Staffing Solutions	PKF O'Connor Davies	SWK Technologies
Baker Tilly	Escalon	JGS Insurance	Premier Benefit Plans, Inc.	The Capacity Group
BDO	Faison Group Benefits	JMT Consulting Group	Prudential	The Capital Group
Benecept Consultants, Inc	Frost Insurance	Kerr Consulting	Queue Associates, Inc.	The Horton Group
Benefit Design Services Corp.	GBQ Partners LLC	Leavitt	Rivera, Jamjian & Associates, LLP	The Spencer Thomas Group
BKS Partners	Greycroft	Marsh McClennan Agency	RSM US	Triton Benefits & HR Solutions
BPM	Guardian	Mazars USA LLP	Sage	Unum
Brown & Brown, Inc.	Heartwood Partners	Mutual of Omaha	Sequoia Consulting Group	USI Insurance Services
Cigna	Hilb Group	Nayya	Simkiss & Block	Velosio
ClearCompany	Hotaling Group	Newfront	Smith CPA's & Associates	Warren Averett
Custom Results Corporate Consulting/ ICA	HUB International	NFP	Spencer Thomas Group	
Diversified Insurance Benefits	IMA Corp	NMGS	Spielman Koenigsberg and Parker LLP	
EBS Select	Insurance Consulting Associates, LLC	OneDigital	Stoneridge	

Members recognized for exceeding performance commitments

BDO	BDO		Premier Benefit Plans, Inc.		SWK Technologies
	BDO		Rivera, Jamjian & Associates, LLP		The Capacity Group
	BDO		RSM US		
ClearCompany	Greycroft	Mazars USA LLP		Triton Benefits & HR Solutions	
	Heartwood Partners				
	Hilb Group				
EBS Select	Hotaling Group	Newfront		Warren Averett	
	IMA Corp				
	Insurance Consulting Associates, LLC	OneDigital		Spielman Koenigsberg and Parker LLP	

Agenda



PARTNER ADVANTAGE SUMMIT **2022**

Monday April 25, 2022	Subject	Speaker
2:00 pm – 3:00 pm	Registration	
3:30 pm – 3:45 pm	Welcome Remarks	Justin Esposito ADP DVP Channels Meghan Giz ADP VP Channels - PAP
3:45 pm – 4:30 pm	Power of Partnerships	Laura Brown ADP President Major Accounts & Canada
4:30pm – 5:15 pm	The Economics of Today's US Labor Market	Nela Richardson PhD, ADP Chief Economist
5:15 pm – 5:30 pm	Wrap Up	
6:30 pm – 9:00 pm	Welcome Reception	Faena Hotel Los Fuegos Terrace and Mammoth Garden

Tuesday April 26, 2022	Subject	Speaker
7:00 am – 9:00 am	Breakfast, Dedicated Networking and Meetings	
9:30 am -10:30 am	The Future of HCM Technology & Transformation	Linda Mougalian ADP Senior DVP Growth Marketing Vipul Nagrath ADP SVP Head of Product Development
10:30 am – 11:00 am	BREAK	
11:00 am -12:00 pm	Forrester Workshop: the Evolving Landscape of HR and People Strategy	Katy Tynan Principal Analyst, Forrester Research Inc
12:00 pm – 1:00 pm	LUNCH	
1:00 pm – 2:00 pm	Achieve Success With People Analytics	Jack Berkowitz ADP Chief Data Officer
2:00 pm – 2:30 pm	BREAK	
2:30pm – 4:00pm	Partnership Roadmap to Success	Meghan Giz ADP VP Channels - PAP
4:00 pm – 4:30pm	WRAP UP	
6:00pm – 9:00 pm	Dinner at Juvia Restaurant	Shuttles leave hotel lobby at 5:30

Wednesday April 27, 2022	Subject	Speaker
7:30 am – 8:30 am	BREAKFAST	
8:30 am – 9:30 am	Moderated Partner Panel: Mergers & Acquisitions	Justin Esposito DVP Channels
9:30 am – 10:00 am	BREAK	
10:00 am – 11:15 am	Keynote: Killing Complexity to Make Room for More Meaningful Collaboration	Lisa Bodell CEO FutureThink
11:15 am – 11:30 am	Closing Remarks	Meghan Giz VP Channels - PAP
11:30 am	Event Ends	



THE POWER OF PARTNERSHIPS

LAURA BROWN

President of ADP Major Accounts and Canada

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PARTNER ADVANTAGE
SUMMIT **2022**

THE POWER OF PARTNERSHIPS

LAURA BROWN

President of ADP Major Accounts and Canada





PARTNER ADVANTAGE SUMMIT **2022**

The Power of Partnerships



My family is
my why.



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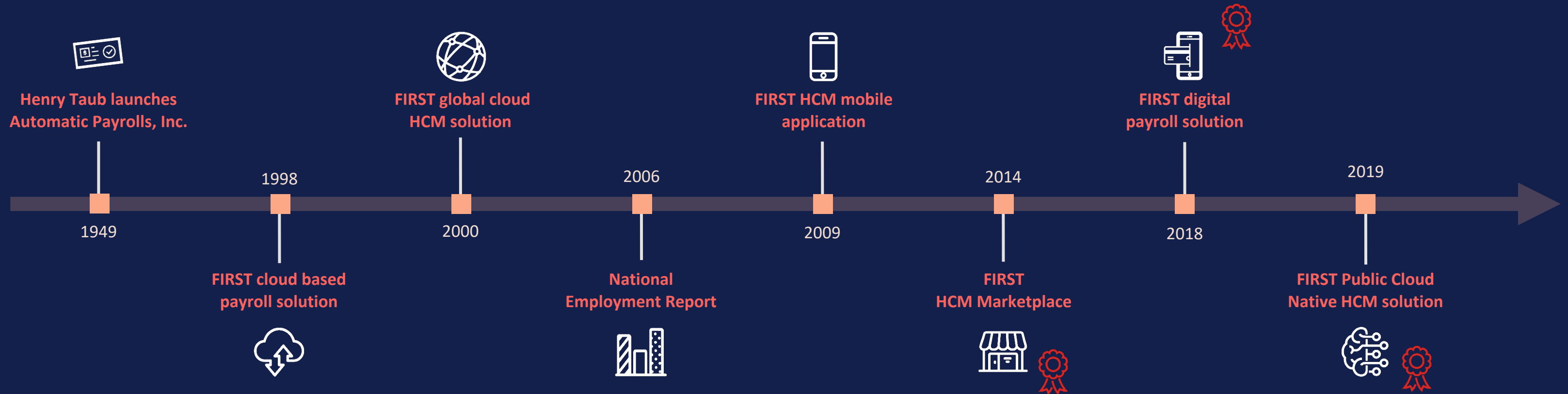


My Career Journey...




PARTNER ADVANTAGE SUMMIT **2022**

73 Years of Innovation





ADP's mission is to deliver insightful technology and solutions that meet the **changing** needs of our clients and their workers.



PARTNER ADVANTAGE SUMMIT **2022**

Employers have to navigate through a lot

Complex and Changing

Equal Pay Reporting Rules
Illinois Pay Data Reporting
NJ Equal Pay Act
PPPP Loans
California Pay Data Reporting
Paid Family Leave
Ban the Box
UK Coronavirus Job Retention Scheme
Ley 10/2021
Beschäftigungssicherungsgesetz
Employee Scheduling Laws
Contractor v. W-2
Decreto n.127/2021
Kurzarbeit
CARES Act
IR 35
American Rescue Plan Act
Fair Chance Laws
Paid Sick Leave
Vaccination Executive Order
Canada Covid-19 Emergency Response Act
ERTE



PARTNER ADVANTAGE SUMMIT 2022

The entire HCM industry continues to change

PRODUCT

Flexible Pay
Decision Support
Employee Centric

PURCHASE

Digital Research
Omni Channel
Adviser Led

SERVICE

Multi Channel
Self-Service
Expertise

Change is
good...

Your Clients Need Our Help

- 51% investing in HCM tech
- 15% will switch their HCM vendor this year
- 82% include strategic advisors in their buying process

The Market is Big




\$150B

Total addressable market

Payroll | Workforce Management | HR | Benefits
Talent | HR Outsourcing | Analytics | Payments

The Market is Growing



5-6%

Expected market growth
in FY22 and beyond

Change is
good...



The Power of Partnerships....



PARTNER ADVANTAGE SUMMIT **2022**

Our position is strong

Simplify

Innovate

Grow

We've modernized end-to-end

Innovation / R&D

7

Global
Innovation
Labs

70%

Gross R&D
spend on
Innovation

Sales and marketing

7,500

Global sellers,
virtually enabled
modernized tools

40%

new logos
sold through
partnerships

Implementation and Service

↑40pts

Implementation
NPS

↑44pts

Likely to
Recommend

And retention has soared

92.2%

Record Level
Client Retention

97%

Partner Advantage
Client Retention

Industry and Analyst Recognition



Top HR Product Winner in
Human Resource Executive
7 consecutive years



Peer Insights "Voice of the
Customer" Cloud HCM Suites



Leader in NEAT Next Generation
HCM Technology



Top Rated on TrustRadius 2021



Ranked #1 in HR Products by G2
2021

4.7/5.0



FROM OVER 1.7M USER REVIEWS
ON APPLE APP STORE



We've also continued to lead as a corporate citizen

Environment

- Commitment to Net-Zero GHG Emissions by 2050
- Executive compensation linked to environmental objectives

Social

- Commitment to and recognition for driving diversity and equality efforts
- Key HCM solutions support DEI and financial wellness



Governance

- Refreshed board with diversity in experience and background
- Strong scores across ESG rating agencies





Partnerships are Critical to our Strategy



PARTNER ADVANTAGE SUMMIT **2022**

Growth initiatives

The Leader in
Accounting and
Financial
Management
Software

The Sage logo, featuring the word "sage" in a bold, green, lowercase sans-serif font.

Growth initiatives

“Empower employees
to make smarter
benefits decisions and
have more control
over their health and
financial needs.”

Nayya

Growth initiatives



What you'll hear

Economic Insights

Workplace and HR Trends

Employee Experience

People Data and Analytics



Nela Richardson, Ph.D., ADP Chief Economist
& Co-Head of the ADP Research Institute®



Linda Mougalian, ADP Senior Division Vice
President of Growth Marketing



Vipul Nagrath, ADP Senior Vice President, Head of
Product Development



Jack Berkowitz, ADP Chief Data Officer



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