



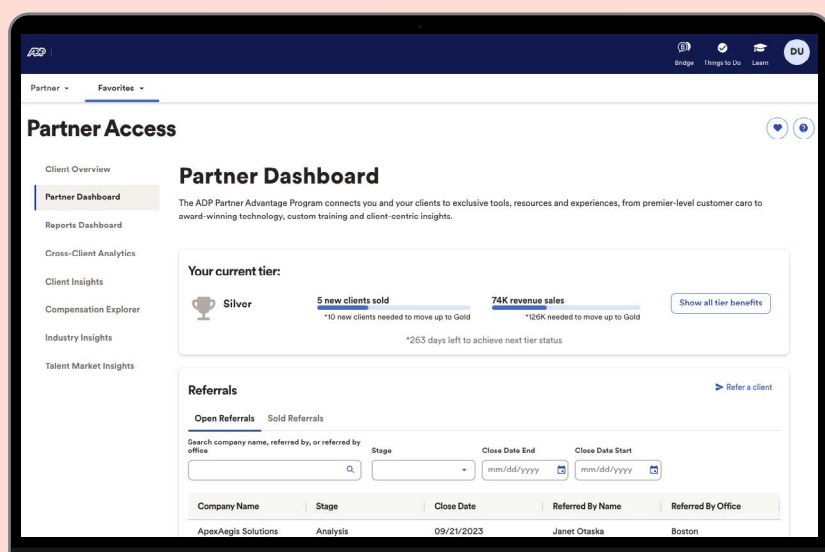
Level up your ADP[®] partnership
ADP Partner Advantage Program

Driving new business for your firm — and being rewarded for it — means being more creative than ever.

The ADP Partner Advantage Program makes it easy to introduce your clients to the power of the right HCM solutions, maximize the value of their investment, create efficiencies and adapt to new and evolving business conditions — all while earning exclusive benefits for your firm.

This flexible, tiered program helps you leverage ADP's brand recognition, easy-to-use technology and people-driven support to expand your book of business, build high-trust relationships and put you in control of your own success.

Your clients will value the advantages your preferred partner status brings them, and you'll reinforce your position as a trusted advisor and resource.



Unlock more benefits every time you reach a new tier*



BRONZE

No minimum requirements



SILVER

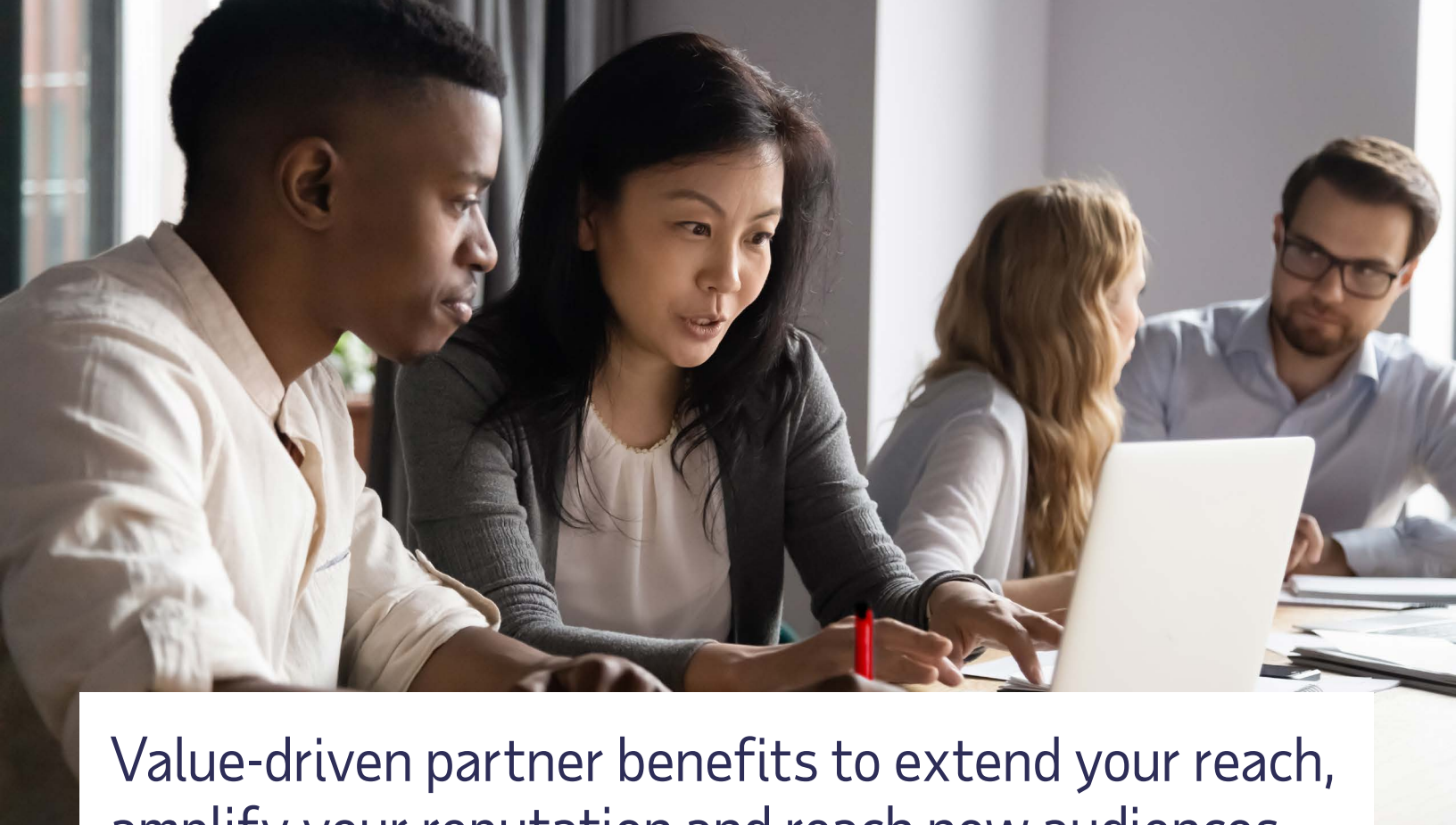
Minimum of 5 new clients



GOLD

Minimum of 15 new clients

* You must achieve a minimum number of referrals that become clients and a minimum sales revenue (if applicable) during each calendar year in order to unlock the applicable benefits associated with a higher program tier.



Value-driven partner benefits to extend your reach, amplify your reputation and reach new audiences

Executive Relationship Manager

ADP Partner Advantage Program members benefit from a single, responsive point of contact—an Executive Relationship Manager who serves as your advocate, sounding board, and strategic advisor to help you and your clients achieve your goals.



Joint Marketing Opportunities

We've made it easy for you to market your ADP partnership with resources like these:

- Approved language to communicate to your clients
- Access to thought leadership articles, webinars and insights
- Rights to use ADP Marks
- Co-branded collateral



Education

From basic product training to full-on certification, ADP provides you with continuous learning opportunities to develop knowledge and proficiency in our world-class HR technology. These skills are invaluable differentiators when clients and prospects are seeking high-value business consulting services.



Partner Portal

View client data across your entire portfolio, making it easy to spot trends and deliver strategic insights to strengthen your consultative approach:

- Compensation benchmarking
- Talent insights
- Client reporting
- Analytics dashboards



If your firm chooses to do so, you can even assist clients remotely with HCM setup and maintenance as a new revenue stream.



Skilled, end-to-end client support

Dedicated implementation teams

As a preferred partner, you'll rely on dedicated implementation teams staffed with tenured ADP veterans who understand the partner-client ecosystem and know how to deliver the superior service your clients expect.



Dedicated service teams

ADP's premier-level support of your clients continues with an executive relationship manager and dedicated service teams that provide responsive support by troubleshooting issues quickly and effectively.



Advanced technology

Award-winning HCM technology solutions like ADP Workforce Now® are second to none and unstoppable when they're configured for your clients' unique business needs. Together, we'll help them use their ADP HCM technology to achieve powerful business outcomes.



The ADP Advantage Program¹

This exclusive program helps enhance the implementation experience and strengthens your clients' ongoing utilization of their new system to drive business outcomes:

- Dedicated ADP account manager
- Conversion of 7 years of historical data
- Customized system configuration
- Role-specific training and more



Professional Services Client Optimization²

Select eligible clients of your choosing will receive a complimentary optimization engagement with ADP Professional Services to help maximize their ADP Workforce Now usage:

- Streamlining payroll and core HR administrative processes
- Using tools to improve operations, reduce manual effort, and consistently apply policies
- Automating open enrollment to simplify benefits administration
- Accelerating employee engagement



¹ For new ADP Workforce Now® clients only.

² For existing ADP Workforce Now® clients above 50 employees.

The more you refer, the greater the rewards

Here's a snapshot of what you gain each time you level up your ADP partnership. Plus, exclusive advantages for your clients at every level to enhance your advisory services.

CLIENT BENEFITS	Bronze	Silver	Gold
Dedicated Implementation & Service Teams	✓	✓	✓
ADP Advantage	✓	✓	✓
Carrier Technology Credits	✓	✓	✓
Client-facing Financial Promotions			✓
Professional Services Optimizations	\$	\$	✓
PARTNER BENEFITS			
Basic Partner Portal	✓	✓	✓
25% Revenue Share	✓	✓	✓
Partner Portal Benchmarking		✓	✓
Executive Relationship Manager		✓	✓
Joint Marketing Opportunities		✓	✓
Reseller Financial Model ³		✓	✓
Invite to Partner Advantage Summit			✓
Marketing Budget ⁴			✓
Eligible for 50% Revenue Share Kicker			✓
ADP Workforce Now Training Certifications	\$	\$	✓

³ Only applies to Value Added Resellers

⁴ ADP may, in its sole discretion, allocate funds for a marketing budget to be used solely for business development.

\$ Benefit available for purchase; partner discount applied



Financial Models



ADP Partner Advantage Program participants gain financial benefits in one of two ways depending on your type of firm:

REVENUE SHARE

Earn 25% revenue share on eligible ADP products in year 1, and 10% in year 2.

RESELLER FINANCIAL MODEL

Our pass-through billing model provides a **revenue stream in perpetuity for new clients referred to ADP.**

Join our growing community of Partner Advantage members

Every day, we help people work smarter — that's the mission at the core of the ADP Partner Advantage Program. Together, we'll achieve more:

- Unlocking your clients' growth by helping them adapt to evolving business conditions
- Creating efficiencies and improving productivity
- Enhancing the value of their HCM technology investment

If you're seeking a partner to support your new business goals and reward your time and effort in choosing HCM solutions that serve your clients' best interests, we invite you to reach out and learn more.

For more information about the ADP Partner Advantage Program, go to:

adp.com/PartnerAdvantage