

ACA REPORTER
POWERED BY POINTS NORTH

DOYLE RESELLER CASE STUDY

How Doyle HCM Partnered with Points North as a Reseller of ACA Reporter to Successfully Serve their Clients.

RESELLER PARTNER

Doyle HCM, based in Columbus, OH, is a nationwide HR and Payroll firm with clients in all 50 states and Puerto Rico. Their mission is to serve as an extension of their clients' team and to keep them compliant, so they can focus on growing their businesses. Doyle is dedicated to bringing back the personal touch of client service, without sacrificing technology or expertise. They specialize in payroll, human resources, benefits administration, tax credits, ERTC, and ACA Compliance for a variety of industries, including restaurants and hospitality, in-home and long-term care, professional and medical services, manufacturing, and government services.

- 2 Successful ACA Filing Seasons
- 200+ Clients
- 300+ Locations
- $10s of Millions in Fine Reductions

CHALLENGES

- Doyle was looking for an ACA Reporting solution that could calculate for age-banded variables for employees. They also had multiple clients needing payroll and ACA cleanup for outstanding fines.
- Doyle's niche is variable hour employers with under 2000 employees--more specifically, in the multi-unit franchise space. With clients using various payroll solutions feeding into different ACA solutions, it become very complicated and difficult to manage. They needed one platform solution that would work for all their clients.
- Covid-19 caused a huge issue for employers with employees going to inactive status from active within payroll systems. Many of Doyle's clients were running very cumbersome technologies and did not really know how to input and output information from a data flow and compliance standpoint.
- Their previous vendor was not delivering satisfactory results. Doyle knew what their clients needed and conducted a search for a solution from a company that shared the same core business values.
- In 2020, a mutual client referred Doyle to ACA Reporter Powered by Points North, and immediately knew it was the only solution on the market valuable enough to address the 13-week gap that was the key determining factor to classify an employee as "inactive" per the ACA.

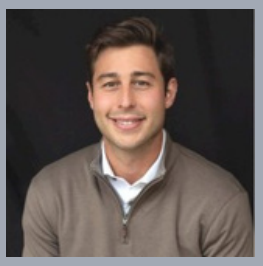
RESULTS-DRIVEN SOLUTIONS:

By partnering with ACA Reporter Powered by Points North, Doyle has:

- Reduced $10s of millions in ACA fines for clients, which positioned the company as experts throughout the broker space and in the CPA channel.
- Increased their lead flow to offer the rest of their back-office solutions, bookkeeping and accounts payable, etc., in addition to ACA Reporting.
- Completed two (2) ACA filing seasons for 200+ clients with a total of 350+ locations.
- Solved historical back filing for approximately 150 locations.
- Has been able to get all payroll and benefit data entered and electronically filed, and 40,000 checks implemented within just seven (7) weeks of the tax deadline for a major corporation in Athens, Georgia.
- Accelerated their sales cycle with a wow-factor platform demo that shows prospective clients the aggregating function for multiple locations or multiple entries.
- Has been able to shift gears from being reactive to proactively assessing whether it makes more sense for a client to take a fine. Now they can make an informed decision based on the data. Doyle's ACA team now can proactively reach out to their clients each month to keep them ACA compliant, bringing even more added value.
- Assisted their clients by interpreting ACA employee data on an ongoing basis to help them take informed action. While most of their clients only use ACA Reporter during reporting season as a filing tool, the Doyle team offers their expertise and support to their clients year-round.
- Earned the ranking of the 50 fastest growing companies in Columbus, Ohio for both 2021 and 2022. Being a reseller partner also played a part in helping the company's valuation as they went through a funding round by Goldman Sachs.

"One of the biggest benefits from our partnership with ACA Reporter as a reseller is their culture aligns with our culture at Doyle HCM. We lead with service, people, and expertise; we are resourceful; and we solve problems. Points North's values are very similar and that's why I think we've both had such a win/win partnership and have experienced so much growth together."

Michael Adolph, Co-Founder and Director of Business Development, Doyle



"I would say one of the best resources provided to us as a reseller is having the one-on-one, personal representative with ACA Reporter. Being able to reach out to them for any type of question and be able to get a quick response that helps me solve a problem on my end has been really great."

- Sheryl Nevil, ACA Team Manager, Doyle



ACA Reporter Powered by Points North offers a best-in-class, complete, tracking and reporting solution to help you manage your clients' Affordable Care Act compliance with year-round, intuitive, done-for-you ACA Data Management. This is particularly important for clients who need to perform variable hour tracking to identify employees moving into or out of full-time status, and for clients who require risk mitigation for variable rate employees, and employees in various locations. Our actionable dashboard flags all potential compliance issues to proactively reduce the risk of penalties as well as reactively resolve fines.

We partner with a range of consulting professionals, including Administrative Services Organizations (ASO) Professional Employer Organizations (PEO), Certified Public Accountant (CPA) Firms, Benefits Brokers, and Human Resources Consultants in our Reseller Program to ensure their clients remain compliant with IRS regulations under our white-labeled platform.

Reseller Partnership Benefits include:

- Comprehensive training for partner staff to onboard and provide service
- Customer support for partner staff within 24 hours
- Co-branded marketing collateral
- Automated Data Imports
- Partner staff to serve as administrator for each client
- Print and mail services for clients
- E-File services for 1094 and state-level integrations

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Doyle

To learn more about ACA Reporter or partnership opportunities, contact sales@points-north.com or call 888-561-2072.