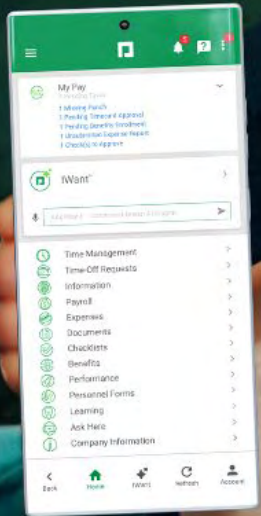




A Championship-Level PARTNERSHIP



When the New England Patriots switched to Paycom, they began stacking up wins and driving dollars to the bottom line. With Paycom, they streamlined HR processes, eliminated recurring decisions and leveraged automation to reduce payroll processing time. They did all this *and* delivered a championship-level employee experience to everyone in The Kraft Group, the holding company for the Kraft family's diverse business interests, including the Patriots.

 5,000

TOTAL EMPLOYEES

 100%

EMPLOYEE HR
TECH USAGE*

\$5M

ESTIMATED SAVINGS
FROM EMPLOYEE
USAGE IN ONE YEAR*



20 BUSINESSES IN
8 INDUSTRIES OPERATING
IN 5 STATES

 25%

HR HELP REQUESTS
REDUCED BY 25% AFTER
USING IWANT™

How did HR heroes
like these emerge?
Let's look at the tape.



*As calculated by Direct Data Exchange®



A Champion Takes the Field

More than a million fans will make the journey for concerts, special events and to see the New England Patriots take the field at Gillette Stadium. This is an organization with heroism in its DNA.

Everyone expects a championship-level experience. Not just on the field, but at *every level throughout the organization*.

Hitting the mark would be impressive. But going further? *That would be heroic.*

It takes 2,500 dedicated employees to ensure every New England Patriots home game becomes a world-class experience for their fans. Everyone from the parking attendants to the trainers on the sidelines and the behind-the-scenes professionals work together to meet this high standard.

When employees have tools that allow them to do their best work, executing with confidence is easy. When their leaders know they'll receive instant, accurate data and help sidestep compliance risk? That's elite-level performance.

But that wasn't always the case.

“Before Paycom, we didn't have a system. We had systems, and they didn't work together. They felt disjointed,” said Miranda MacKenzie, senior director of HR operations. **Clocking in? That's one system. Training? That's a different one. Payroll? Yet another system, each with its own app, password, reports and information and the decisions all of these things force people to make. Managing them was a chore, and trying to use the disjointed data they provided for decision-making? That was exhausting.**

Incompatible systems and unreliable data made automation impossible, and a constant stream of demanding decisions made work difficult for everyone. They also risked providing less-than-exceptional service to their own customers, a possibility that was simply unacceptable.

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—Miranda MacKenzie
Senior Director of
HR Operations



The Winning Play

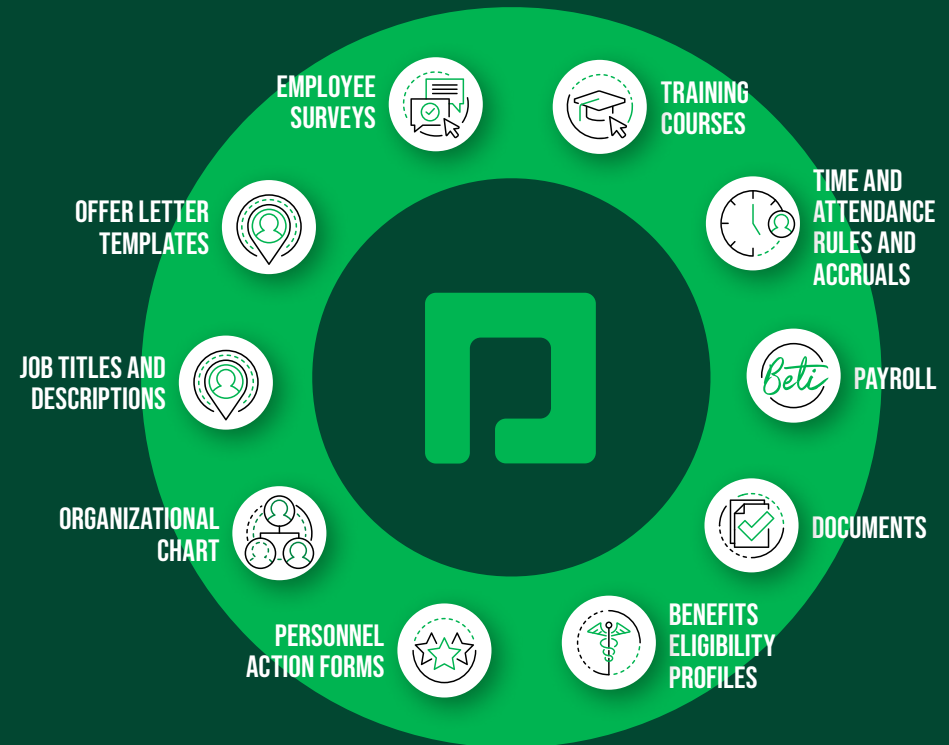
What does a professional franchise do when its HR tech isn't championship-caliber?

For the New England Patriots, switching to Paycom was the call that immediately turned the tide.

“The Kraft Group and Paycom is a heroic partnership,” said MacKenzie. “Our employees are getting what they need when they need it.”

Paycom’s full-solution automation and intuitive, one-stop employee experience immediately began making a difference. Before Day 1, new hires onboard via Paycom in just a few minutes. Once they’re on the roster, they can check their schedule, clock in and out, contact their managers and even be automatically guided to fix errors in their paycheck and approve it before payday — all through a single, easy-to-use app.

“Being a hero is part of our DNA. As we evaluate potential partners, having that same posture is critical. Paycom is deeply aligned with our way of thinking.” —Michael Israel
Chief Information Officer



For the HR team, new life was breathed into its performance, thanks to a seamless flow of accurate data feeding into automated processes. A key feature in Paycom's full-solution automation is Beti®. With employees at all levels fixing errors *before* payroll is submitted, a huge weight was lifted from the HR team.

“Before we implemented Beti, I was a skeptic,” said MacKenzie. “I didn’t think our employees would consistently get in the app and approve their checks. But now, I’m so happy I was wrong. Not only have we had a strong response, Beti is a great engagement tool that gets employees into Paycom on a regular basis.”

The HR systems manager also experienced the benefit of data accuracy. “With additional reconciliation and automated warnings, the system assists our payroll processing and improves our efficiency,” Shrutilekha Patankar said. “It’s doing it for us.”

Instead of requiring four team members to manage payroll, thanks to a more streamlined process with Beti, they only need two. “We can complete payroll prep in just eight hours, instead of the 32 hours it took before Paycom,” said Lauren Melz, HR data and reporting manager.

Beti isn't the only tool helping employees engage with this innovative tech. With Paycom's command-driven AI engine, IWant, using Paycom became easier than ever for every part of the organization. IWant provides instant access to data from employee profiles and management dashboards. Data is accurate because it comes from Paycom's single database — all without having to navigate Paycom's software. “There's zero learning curve with IWant,” MacKenzie said. “IWant lets anyone get the information they need just by asking a question.”

Employees take even more ownership over their own info as reflected on Direct Data Exchange, the intuitive dashboard showing how employees use Paycom. “A 100% Direct Data Exchange score like ours says you're optimizing your system and that employees are really managing their own data,” MacKenzie said. “Now our HR professionals are focused on supporting the employees, not just entering their manual data.”

Executive-level confidence also grew thanks to rich, real-time analytics that are easier than ever to access. “With Paycom, your projections become your actuals,” said Ryan Golden, director of project management and workforce administration.



“Leaders make thousands of decisions each day. Paycom and IWant help eliminate decision fatigue from our organization.”

—Miranda MacKenzie
Senior Director of HR Operations

John Flaherty, senior vice president of operations, concurred. “Data is everything. Without Paycom, our world would be overwhelming,” he said. “With Paycom’s full-solution automation, we’re on top of cost controls and efficiencies, and that drives the return on our investment.”

With instant access to accurate data, it’s easier than ever to make fast, effective decisions that really matter. “IWant has allowed us to reduce decision fatigue because we’re not having to figure out where the information lies,” said MacKenzie. “We’re able to gather the information we need to make decisions quickly.”

With so many X’s and O’s to manage, one important concern has been sidelined: risk.

In addition to playing on their home turf in Foxborough, Massachusetts, the Patriots’ schedule takes them to play in cities across the country and, in some cases, internationally. The Kraft Group as a whole operates 20 different businesses in eight industries across five states. And when the Patriots aren’t playing, Gillette Stadium is hosting matches for Major League Soccer’s New England Revolution, sold-out concerts and several other special events.

“We’re a complex organization employing almost every payroll rule you can think of,” said MacKenzie. With so many different rules at play surrounding players, employees, full- and part-time schedules, salaries, tips and so much more, a penalty flag on its compliance efforts could be huge. But when Paycom instantly puts employee data in the hands of experts – the employees themselves – data accuracy is improved at every step.

“Paycom is a great partner because they can shift and scale the way we do to perform at the highest level,” said Robin Boudreau, senior vice president of HR. “It’s a seamless solution that hits our compliance needs and provides a superior experience for the employer *and* the employee.”

Every Patriots game day is a chance to deliver on the rich tradition of one of the most storied franchises in professional sports. Whether someone puts on cleats or a credential, they’ll be able to rise to this unique challenge with confidence, accuracy and efficiency knowing Paycom is on the team.



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—John Flaherty
Senior Vice President of Operations



How will Paycom put you ahead of the competition?
 Learn more at [800.580.4505](tel:8005804505) or paycom.com/patriots.

Client Paycom Tools Include:

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Applicant Tracking	iWant™
Benefits Administration	Onboarding
Beti®	Paycom Learning
COBRA Administration	Paycom Pay®
Compensation Budgeting	Paycom Surveys
Direct Data Exchange®	Performance Management
Documents and Checklists	Personnel Action Forms
E-Verify®	Position Management
Employee Self-Service®	Report Center
Enhanced ACA	Scheduling
Enhanced Background Checks®	Tax Credits
Expense Management	Time and Attendance
Garnishment Administration	Time-Off Requests
Geotracking and Geofencing	Vault
GL Concierge	