

A photograph of a modern building's exterior. The building features a combination of light-colored brick and large, dark-framed windows. The windows are arranged in a grid pattern, with some being single panes and others being multi-paned. The brickwork is visible between the windows and along the edges of the building. The overall aesthetic is clean and professional.

POS+Payroll & HCM

Heartland

# Muzammil Ahmed

(a.k.a Muz, Muzi, Muzzy)

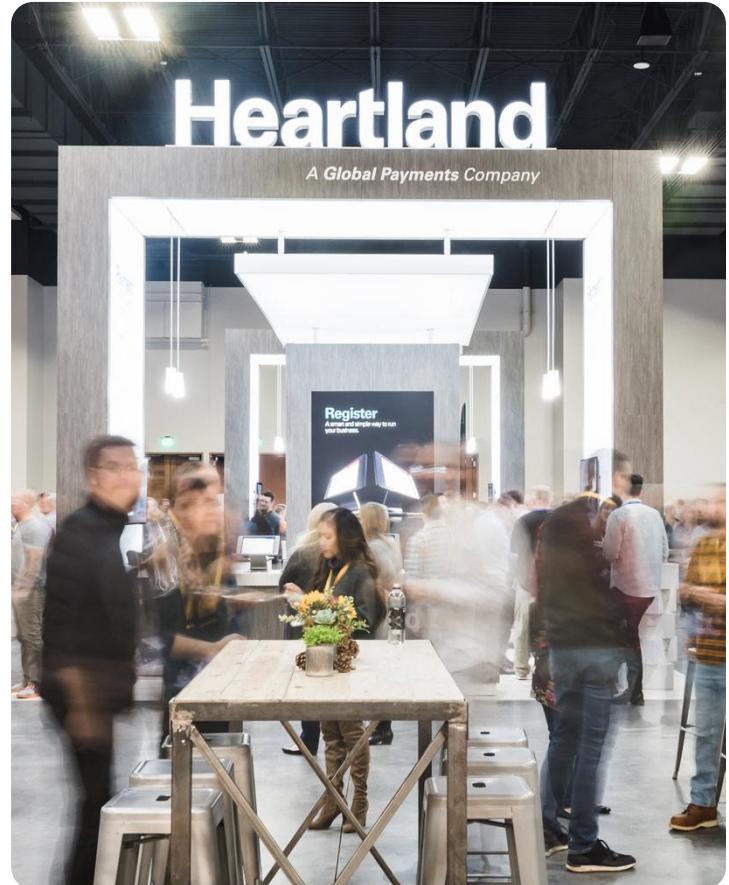
Payroll & HCM Sales Engineering

- SaaS advocate for 19 years & running. Sold SaaS solutions to businesses of all sizes ranging from Micro (<10) to a Large Enterprise( >1000) across various industry verticals.
- A subject matter expert on HCM, Time & Labor Management, Enterprise-Tech and BI/Analytics solutions.
- Muz loves to help clients find integrated solutions to save time and money. He also loves bringing clients back to Heartland with our new product suite and working with Sales channels to help them reach their goals.



# Agenda

1. What is Heartland Payroll+?
2. Why Payroll, Why Now?
3. Why should you care?
4. Product Suite
5. Software Demo
6. POS integration Overview



Heartland

# Easy to Use, Hire-to-retire solutions on a single platform



## Hire

- Applicant tracking
- Post to Job Boards
- Background checks
- E-Verify
- Electronic onboarding
- Work Opportunity Tax Credits



## HR

- HR support center
- One-on-one HR consultations
- Online storage of employee files
- Custom Employee Handbook
- SHRM-Certified



## Time

- Tracking
- Scheduling
- PTO management
- Labor Costing
- Facial recognition
- Geo-fencing/tagging



## Payroll

- Payroll Processing
- Tax management
- Dedicated support team
- Single point of contact
- Employee self-service



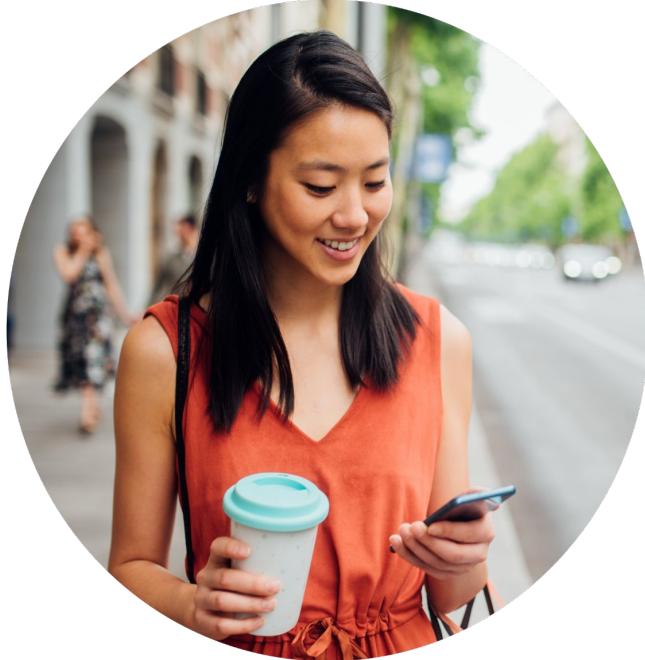
## Benefits Integration with EASE & Navigator

- Tracking, communicating & reporting
- Broker access
- Annual enrollment
- Employee self-service

# Why Payroll+ Why Now?

- Payroll Sales Reps from all over are already calling on your clients/merchants daily
- Disparate systems for Payroll, Hiring, Timekeeping, Scheduling & POS
- Administration is a Time & Cost Intensive affair
- Most of business(s) are operating in a less than optimal situation.





# Why should you care?

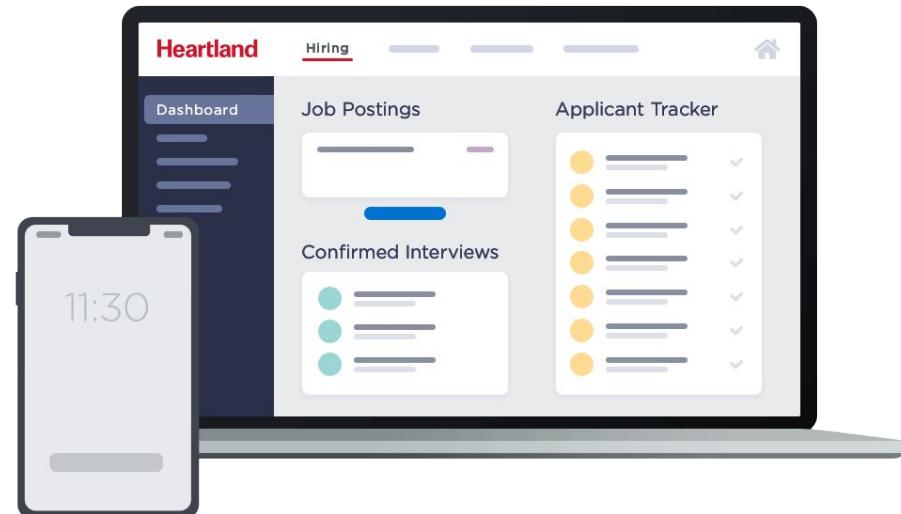
**1. Manage Everything  
on a Single Platform.**

**2. Integrated with  
Heartland Restaurant  
POS**

# Heartland Payroll+ Suite

That **solve** these “people” problems and integrate directly into payroll & HR-POS

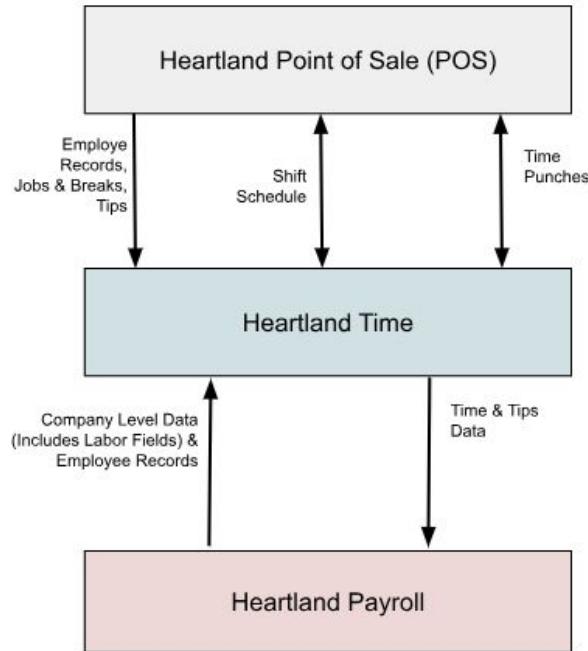
- Hiring
- Electronic Onboarding for New Hires
- WOTC (Work Opportunity Tax Credits)
- Heartland Time (Time & Attendance, Scheduling)
- Payroll
- HR



# Software Demo

# Heartland Payroll+POS Integration

## Use Case: Customer has Heartland POS, Heartland Time & Heartland Payroll



# The Work Opportunity Tax Credit (WOTC)

- The Work Opportunity Tax Credit is a Federal tax credit available to employers for hiring individuals from certain targeted groups who have consistently faced significant barriers to employment.
- Our WOTC Software platform was responsible for providing employers with 4 mil dollars in tax credits for 2021 and we are at 4.6 mil and counting for 2022!



# The Work Opportunity Tax Credit (WOTC) Cont.

- Employers can earn up to \$9,600 in tax credits per employee
- Credit can be carried forward up to 20 years or back a year- can even be used as an asset on books
- Categories include: SNAP (food stamp) recipients, Veterans, long-term unemployed and more



# Applicant Tracking & Hiring

- Post to top job boards and recruit the best talent
- Text-to-apply functionality
- View applications, share candidates and schedule interviews online
- Screen candidates and verify US work eligibility using E-Verify
- Pre-screen for and process Work Opportunity Tax Credits (more to come on this)

*Did you know? “55% of 35 to 44-year-olds applied for a job using a mobile device.”*

*-Glassdoor Research Report*

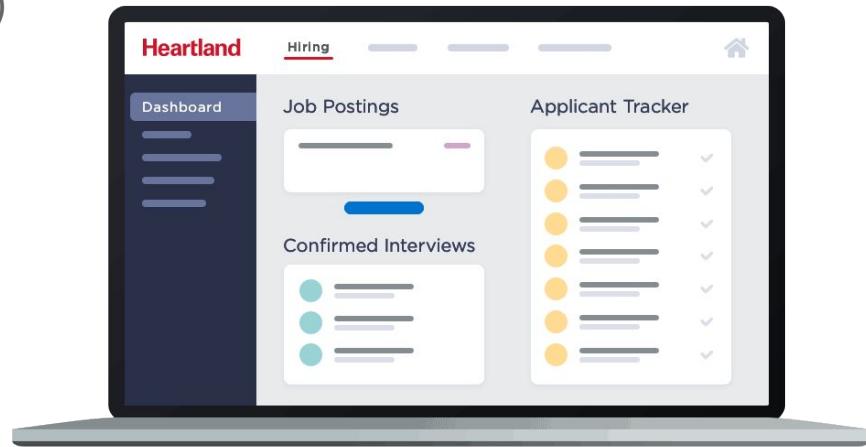


**JOIN OUR TEAM!**

**PLEASE TEXT “523200”  
TO “833-600-0182” AND  
YOU WILL RECEIVE A LINK  
TO APPLY FOR A POSITION  
AT THIS LOCATION.**

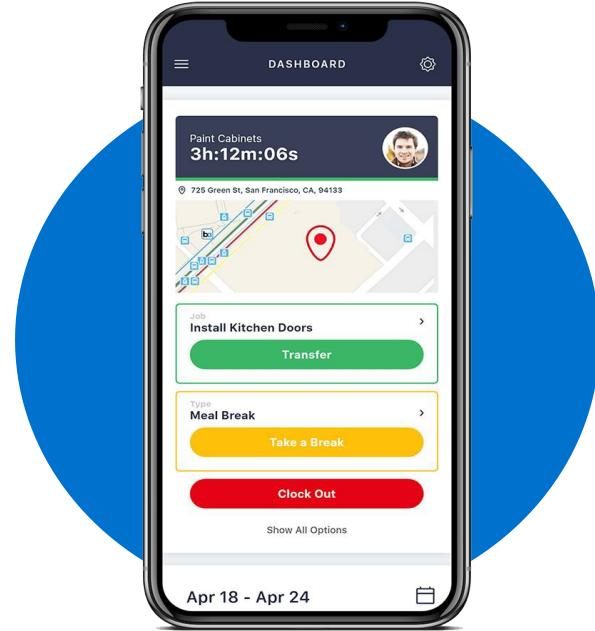
# Onboarding

- Onboard new hires electronically and eliminate any manual paper process(s)
- Customize onboarding documentation including company policies, employee handbooks, etc.
- Cumbersome forms like the I-9 and W-4 are digitally optimized to ensure accuracy & completion
- Centralized web access to all the new hire documents.



# Time & Attendance

- Easy to use solution to streamline timekeeping, scheduling and automating timeoff management for payroll & costing purposes.
- Access anytime, anywhere on any device.
- Increase productivity and gain visibility from robust reporting and real-time notifications.



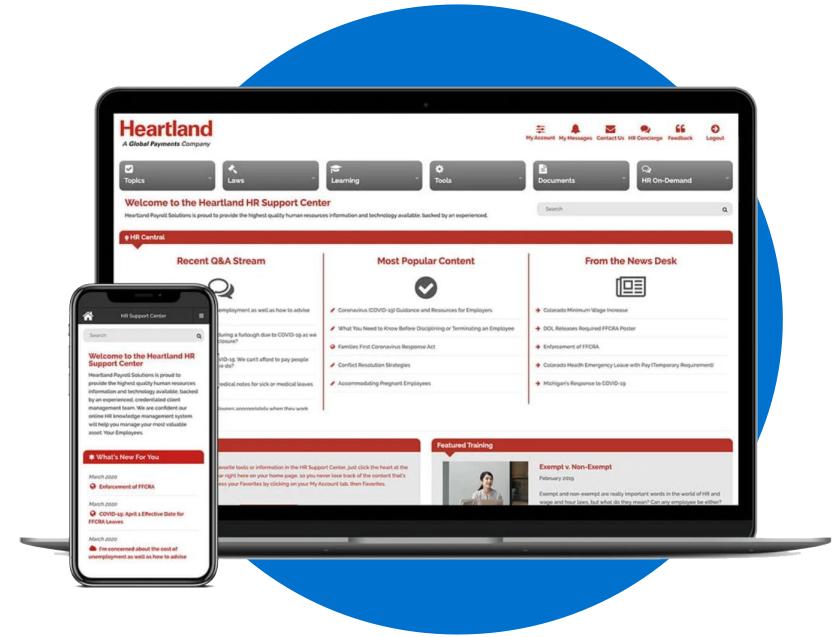
# Heartland Payroll

- Spend less time calculating how much employees should be paid
- Outsource calculating, filing and paying your payroll taxes to a dedicated team
- Access custom and ready-made reporting to make better, more informed business decisions
- Share payroll data across other programs with just a few clicks



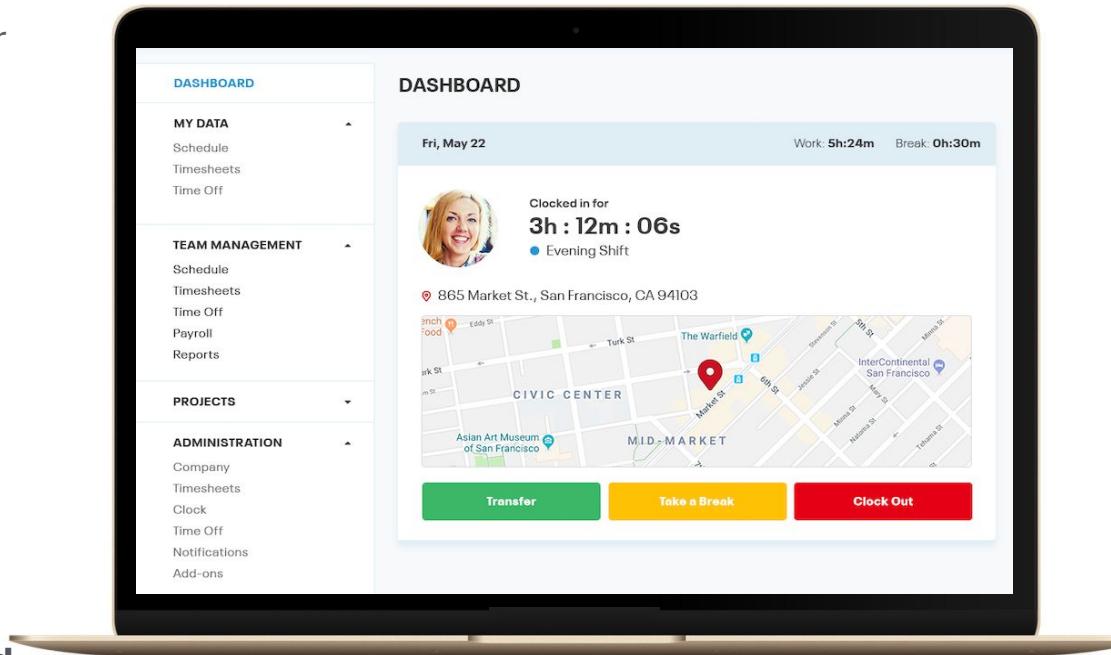
# Heartland HR

- Receive tailored notifications about relevant legal updates
- Use as your single source for essential HR assets, including state and federal labor law posters
- Get one-on-one advice and support from a certified HR professional
- Store employee files electronically to eliminate unsecure filing cabinets
- Post alerts and provide employee access to paystubs, W-2s, company policies and handbooks



## Qualifying Questions | Time & Attendance

- **How do you track your employees' time?**
  - ◆ *If it is by hand (paper), excel, or punch card, get that meeting!*
- **How do employees track their time off and furthermore, how do you manage and approve it?**
- **Do you have a notification system to alert you when employees are late, haven't taken their lunch or have approached overtime?**
- **How do you create and share the schedule?**
- **Would access to a mobile app be helpful for your employees to communicate, request time off and view their timesheets?**



# Questions?