

# Software Aggregator Powerhouse Scales HR Operations with Paylocity

**60+**  
Acquisitions  
across software  
industry

**Significant**  
cost savings annually  
across companies

**1,000's**  
of hours saved with  
SOPs and reduction of  
manual task



[www.alpinesg.com](http://www.alpinesg.com)

1,300 employees

California

ASG, one of Alpine Investors portfolio companies, specializes in acquiring and growing software companies. With more than 60 acquisitions to date, ASG needed a streamlined, scalable approach to managing HR and payroll across its diverse array of entities. Their priority was efficiency: ensuring smooth transitions, maintaining compliance, and reducing administrative burden so their teams could focus on growth.

“We needed a system that would let us centralize processes while still offering flexibility for each company to operate efficiently and independently,” Kate Velazquez, VP of HR at ASG, explains.

Additionally, ASG sought to maintain consistency in processes while allowing room for company-specific flexibility, ensuring a seamless integration for new acquisitions.



## The Challenge

# Managing Complexity Across Multiple Entities

Inconsistencies across tech stacks made HR and payroll management chaotic and created unnecessary work for the HR and finance teams after an acquisition.

### Disjointed Payroll and Compliance Processes

Companies in the ASG community initially used a mix of payroll providers, but this fragmented approach made it difficult to maintain compliance, run audits, and manage payroll efficiently – especially since not every business in the community came in with a dedicated HR Leader. Differing processes also meant newly acquired businesses faced delays in adopting standardized HR policies, leading to inefficiencies in workforce management.

“It was a lot to manage,” Kate remembers. “CEOs and finance leads were running payroll themselves, and it wasn’t sustainable. Standardizing HR and payroll was crucial for long-term success.”

### Time-Consuming Audits and Reporting

With multiple entities under management, ASG needed a way to aggregate and analyze HR data efficiently. Manual processes were leading to inefficiencies and costly compliance risks. What’s more, HR and finance teams were spending excessive time gathering data across multiple platforms, increasing the risk of errors and delays.

“If we weren’t centralized, our retirement audits alone would cost us an extra half a million dollars per year,” Olivia Hoggatt, HR Manager at ASG, says. “The ability to generate reports quickly and accurately has been a game-changer.”



## The Solution

# Centralization with Built-In Flexibility

The ability to consolidate HR processes while allowing for company-specific customizations was a key differentiator that made Paylocity the ideal choice for ASG.

### A Repeatable, Scalable Onboarding Process

With Paylocity, ASG developed an efficient, standardized onboarding process that cuts implementation timelines in half. New acquisitions now experience a seamless transition, minimizing disruptions to business operations and employee experience.

Olivia explains: "We created an SOP that allows us to copy and paste setup details, reducing the onboarding time for new companies from eight weeks to as fast as three. This has allowed our HR teams to focus more on strategy rather than manual administrative tasks. That alone lets HR provide value right away since they are not bogged down."

### Integrated Compliance and Benefits Administration

By consolidating HR systems, ASG gained full visibility into payroll, benefits, and compliance across all its companies. With centralized benefits and retirement plans, they eliminated redundant audits and reduced administrative workload.

"Before, I would have needed an entire team just to handle retirement audits," Olivia says. "Now, I can do it alone in Paylocity. The time saved allows us to focus on employee engagement and strategic initiatives."

Additionally, ASG now has better control over compliance, ensuring each company meets the necessary regulations without unnecessary administrative burden.

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Olivia Hoggatt, HR Manager



## The Results

# Efficiency, Cost Savings, and Growth

With Paylocity, ASG has transformed HR operations, saving time, reducing costs, and enabling smoother acquisitions.

### Significant Annual Savings

A streamlined strategy around payroll and benefits has resulted in meaningful savings for ASG companies on operational expenses and compliance fees.

“These savings allow us to reinvest time and money in the growth of our companies and provide better services for employees. We are always looking to add value to our companies and Paylocity helps us do that from the get-go,” Kate says.

### Faster Implementations, Less Disruption

With a structured implementation strategy, ASG has cut onboarding timelines in half, ensuring new acquisitions transition smoothly. This efficiency means newly acquired companies can focus on their core business rather than worrying about administrative overhead. “We want our companies to hit the ground running,” Kate says. “Paylocity is another tool that helps us ensure the employees and leadership can stay focused on their business.”

### A Future-Ready Global Expansion

ASG is now leveraging Paylocity’s global payroll capabilities, starting with Canada, Spain, and Australia. The ability to manage international payroll within the same system will further streamline operations and provide ASG with a holistic view of its workforce data.

“We waited for the right solution, and now Paylocity’s global payroll integration is exactly what we need. Expanding internationally is no longer a complex challenge – it’s an opportunity for growth,” Kate says.

With Paylocity, ASG has turned HR and payroll from a challenge into a competitive advantage, allowing them to focus on what they do best: growing great software companies. The partnership has empowered ASG to operate more efficiently while providing a seamless HR experience for employees across the board.



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Kate Velasquez, Vice President of HR