



## **Asure Launches AsureCentral to Its Reseller Network, Extending Its Unified Platform to 85,000 More Employers**

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**Launch brings single sign-on, user provisioning, and every Asure solution together in one platform for resellers serving more than 85,000 employers and 1.5 million employees**

AUSTIN, Texas, Sept. 29, 2026 (GLOBE NEWSWIRE) -- Asure Software, Inc. (Nasdaq: ASUR), a provider of payroll and HR solutions for employers and enterprise payroll tax and treasury infrastructure, launched AsureCentral to its reseller network at its annual reseller training event last week and took its first resellers live on the platform. AsureCentral is the platform where all of Asure's solutions come together. It combines single sign-on, user provisioning, and role-based access with payroll, tax, HR, recruiting, time and attendance, benefits, and Luna AI in one environment for resellers and the employers they serve.

Until now, AsureCentral was available only to Asure's approximately 30,000 direct-employer clients, representing more than 300,000 employees. Asure's resellers serve more than 85,000 employer clients representing more than 1.5 million employees. Opening AsureCentral to that network substantially expands the addressable market for the platform and for Asure's recruiting, time and attendance, and benefits solutions, where separate logins had added friction to adoption alongside payroll. Additional resellers will move onto the platform following the launch.

"Our reseller network reaches nearly three times as many employers and five times as many employees as our direct business, but separate application experiences made it harder to bring the full breadth of Asure to those clients," said Pat Goepel, Chairman and CEO of Asure. "AsureCentral is not just a single sign-on. It's how a reseller sets up users, manages access, and delivers payroll, HR, time, recruiting, benefits, and AI to every client from one platform. Every Asure solution lives there, so each reseller we bring onto AsureCentral extends the reach of everything we build."

For resellers, AsureCentral provides one place to provision and manage users across every Asure solution their clients use, for every client they serve, with role-based security and multi-factor authentication protecting sensitive payroll and HR data. Resellers can white-label the experience with their own logo in the platform header. Inside each client, employers, managers, and employees get a view built around their role: employees manage their own pay and HR records, managers handle approvals such as time off and timecards, and administrators see across payroll, HR, time, and recruiting. For resellers that use multiple providers today, having Asure's full range of solutions in one platform gives them a practical reason to consolidate client relationships on Asure.

Luna AI is embedded in AsureCentral to help employers, managers, and employees get answers and complete payroll and HR tasks within their workflows. Employees can get help with pay and HR questions, while managers and administrators can see items that need attention, including exceptions and approvals.

### **About Asure Software**

Asure (Nasdaq: ASUR) provides payroll and HR solutions for employers and enterprise payroll tax and treasury infrastructure for large organizations. For employers, Asure's platform covers payroll, HR, recruiting, time and attendance, benefits, and compliance — delivered through AsureCentral, its connected platform, or through AsureWorks, its managed services offering for employers who prefer to outsource the work entirely. For large enterprises, Asure's payroll tax and treasury infrastructure handles multi-jurisdiction tax filing, funding, and money movement, integrating with platforms including Workday, Oracle, and SAP. For more information, visit [www.asuresoftware.com](http://www.asuresoftware.com).

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