

February 21, 2018

Asure Software Hosts SBO Growth Summit

Service Bureau Organizations Licensing Asure's Software Meet for Sales Development Conference

AUSTIN, Texas, Feb. 21, 2018 (GLOBE NEWSWIRE) -- [Asure Software](#) is hosting their first Service Bureau Organization only conference this week at the Bally's hotel in Las Vegas. The conference is set to commence at today February 21st and run through February 22nd. The event is sponsored by Asure's strategic partner, HR Next.

The event begins just at the end of the Annual IPPA Sales & Marketing event in Las Vegas, hosting service bureau organizations and other payroll providers. Kathey Palmer, VP of Channel Sales, said, "This summit is a great opportunity to extend the learning opportunity for all of Asure's partners. The Summit is a crucial event for many service bureau organizations, and we want to make sure that our customers come home with as much new knowledge as possible."

Asure holds a large market share of SBO's since acquiring iSystems and the Evolution product last May 2017. The SBO growth conference will focus on support the SBO community with their sales and marketing efforts. [Eyal Goldstein](#), CRO stated, "Our SBO Growth Summit gives our customers an opportunity explore different marketing tactics and sales tools that make it possible for even the smallest organizations to succeed." Goldstein continued, "The SBO Growth Summit is a great opportunity to welcome all of our Evolution licensees into the Asure family."

The content presented at this conference will inspire licensees to attend [Asure Software's C3 User Conference](#) May 15-18th in Orlando Florida. This larger conference will be open to all of Asure's clients featuring it suite of workforce and workspace solutions, as well as many current customer presenting on their use case. To find out more about Asure, and their events, please visit their events page at <https://www.asuresoftware.com/contact/events>.

About AsureSoftware

Asure Software, Inc., headquartered in Austin, Texas, offers intuitive and innovative solutions designed to help organizations of all sizes and complexities build companies of the future. Our cloud platforms enable more than 90,000 clients worldwide to better manage their people and space in a mobile, digital, multi-generational, and global workplace. Asure Software's offerings include a fully-integrated HCM platform, flexible benefits and compliance administration, HR consulting, and time and labor management as well as a full suite of workspace management solutions for conference room scheduling, desk sharing programs, and real estate optimization. Visit us at www.asuresoftware.com.

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