



With the Desire to Co-Brand, a Budding Partnership Begins to Flower with CUPeople

"Bar none, you guys are winning it in the effort you put forth in wanting to co-brand and wanting to partner up. Everybody's been great to work with. Hands down, you guys win it in the industry for partnership. Because it's a true partnership. You guys are interested in what we are interested in. You show value."



Karen Hinton,
V.P. Human Resources & Client Services
CUPeople

Overview

Founded in 2000 as a niche human resources organization for-hire, CUPeople aims to provide the best HR solutions to companies who fall under the financial industry umbrella such as credit unions. The solutions they offer include payroll, HR administration, support, audits and an HCM system. The HCM modules they offer include an Employee Portal, Benefits Management, Time Management, Applicant Tracking, Performance Management and additional services.

Challenge

As an HR organization working with various credit unions, it was important for CUPeople to look for a partner who could help facilitate an HCM system, payroll servicing needs and to share marketing initiatives when the occasion called for it.

As you can imagine, every small business wants to do everything they can to increase profitability and brand awareness. However, most small businesses will find that it's impossible to do everything they want to. Factors such as time, money, communication, the amount of people available, available bandwidth, other on-going projects and other variables can contribute in how these plans are completed.

For CUPeople, these challenges were no different. Partnering with Infinity Software Solutions only made sense.



Solution

Infinity Software Solutions and CU People have been partnering for six years. Like a fine wine, as the two companies age together, the relationship becomes more mature and the end-results are better. A big reason why InfinityHR is successful in establishing and maintaining fruitful partnerships is because they assign each partner a dedicated service manager. As the point of contact for partners, they ensure smooth and pleasant interactions while keeping everyone on-task in completing any partnered initiatives in a timely manner.

Last year, this partnership extended to strong marketing coordination that, among several projects, included co-branded video and whitepaper rollouts.

"I love, love, loved the effort. I loved how everyone was so eager to assist and to provide content when we decided to partner in our co-branded efforts," said Hinton

With the rollout of InfinityHR's new rebrand, and in conjunction with CU People's strong growth over the previous year, creating higher quality content to share with one another became even easier to do. This type of collaboration lead to the creation of the new user interface overview co-brand video.

"The video looks great! The video snippets have come really far with professionalism," said Hinton. "Y'all have done a great job with your look, your feel and your co-branding!"

As the relationship continues to produce these fruitful results each year, it has set the tone for a shared, robust marketing effort, from both organizations for the present and into the future.

Infinity Software Solutions and CU People are currently planning on future whitepaper co-branding, upcoming conferences to partner at, as well as other future marketing initiatives.

Stats

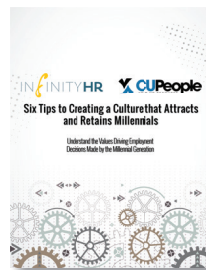


seen in number of new clients added to InfinityHR in 2017.

CU People & InfinityHR Co-branded Marketing Collateral



CU People branded video to showcase the benefits of using an HCM platform and going paperless.



InfinityHR co-branded several content pieces with CU People to delight their customers.



InfinityHR co-branded a marketing video with CU People to promote the release of the newly modernized user interface (UI).



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