

# Timekeeping Quick Reference Guide

## Overpaid Hours

Employee works...

9:04 - 4:56

But he enters

9:00 - 5:00

On his timecard,  
a difference of

8

MINUTES  
at a rate of

\$11/HOUR

"It's only 8 minutes,  
what's the BIG DEAL?"

If you have 25 employees  
approximating their timecards just  
8 minutes each day, let's

## BREAK IT DOWN

\$184 Weekly

\$367 Biweekly

\$794 Monthly

Here's what you can

SAVE ANNUALLY

\$9.00/HR. \$7800

\$10.00/HR. \$8667

\$11.00/HR. \$9529

## Why Choose Our Solution?

Our solution was designed with "everyday people" in mind. We specialize in simplifying automated timekeeping for employers, supervisors and employees.

- Save on cost
- Plug-and-play hardware
- Exceptionally easy to use
- Easy "1-2-3" interface
- Go live in days, not weeks
- Get trained in minutes
- Practical timekeeping solution
- Get features AND ease-of-use
- Streamline timekeeping and payroll
- Limited lifetime warranty on hardware

## Efficiency Opportunities

- Eliminate manual data entry
- Minimize human error
- Eliminate paper timesheets
- Fewer corrections to paychecks
- Automatically collect & calculate
- Electronic payroll file transfer
- Reduce clerical hours
- Quick access to reports/records
- Edit multiple cards simultaneously
- Convenient online access

## Savings with Automated Timekeeping

- Cut and control labor costs
- Reduce time it takes to process payroll
- Eliminate estimated punch times
- Minimize payroll errors
- Eliminate manual calculations
- Prevent costly "buddy punching"
- Streamline end-to-end payroll process
- Increase employee accountability & productivity
- Stay compliant with department of labor

## Reasons for Automated Timekeeping

- **Cut Labor Costs:** Eliminate punch approximations
- **Reduce Clerical Costs:** Reduce human error, cut administrative time
- **Improve Employee Habits:** Eliminate "buddy punching," reduce late arrival/early departures
- **Employer Compliance:** Labor dispute protection, department of labor compliance
- **Employee Accountability:** Track salary & hourly employees, punctuality, increase productivity
- **Convenience:** Eliminate paperwork, access records immediately online
- **Supervisor Visibility:** Track employee behavior, improve staff coverage tools, view by employee
- **Scheduling:** View, plan then track — improve labor coverage strategy
- **Employee Morale:** Eliminate burden of tracking time, ensure payroll accuracy
- **Manage Growth:** Control costs, manage staff

## Hardware Highlights

TimeClock™ and WebClock™ offer a valuable solution with exceptional user ease from setup to day-to-day use. These solutions can be used separately or simultaneously on a single account. PrintReader™ enables biometric verification to be added to a TimeClock™ unit, eliminating the costly expense of employee "buddy punching."

Finally, the FlexClock™ series includes additional time tracking devices that offer real-time data transmission with the flexibility of multiple collection methods.

Hardware highlights include:

- Simple setup
- Biometric verification
- Ethernet connectivity—real-time
- Proximity badge support
- Bell Support
- Hand geometry biometrics
- Mag stripe badge support
- Bar code support
- Cellular connectivity
- PIN entry
- Limited lifetime warranty
- Wall mount support

## Key Features

- Edit multiple time cards simultaneously
- Holiday tracking
- Job code, department, location, shift tracking
- Daily Auto E-mail Report
- iPhone "Employee Status Utility" app. View who is "IN/OUT"
- Supervisor logins
- Custom tracking for tips, bonuses, commissions, pay rates, etc.
- Custom pay types/categories
- Automate overtime calculation & tracking
- Sort and filter reports
- Punch data collection — clock in via web portal, proximity cards or key fobs, swipe cards (magnetic or barcode compatible), biometric scan, PIN entry, over the phone, or a combination of these options
- Convenient online solution
- Ethernet, analog or cellular connectivity
- Custom punch rounding rules
- Custom payroll file import—select from many existing payroll file formats or develop your own

## Reasons to Sell Timekeeping

- Sell more payroll. Get your “foot in the door”
- Automated timekeeping can pay for itself and the cost of payroll
- Provides another “hook” in your payroll offering
- Increase payroll revenue, while becoming more profitable
- Improve customer experience through automation
- Your competitors are offering timekeeping, shouldn't you?
- Sell savings & convenience, not just customer service & price

## Keys to a Successful Product Sales Rep

- Understand the vision of automated timekeeping
- Ability to conduct web-based product demo
- Familiar with system capabilities
- Familiar with hardware options
- Ability to discuss client's current timekeeping policies
- Ability to match client needs with system capabilities
- Ask questions. Start the conversation!

## Preparing For Your Prospect

During your never-ending search for prospects, familiarize yourself with their industry and potential needs before you enter the front door. Keep in mind the following before your first meeting:

1. Identify business type
2. Identify features that match using the chart below
3. Research feature specifics before appointment
4. Discuss labor tracking processes with prospect
5. Make recommendations on features
6. Explain values/benefits
7. Verify prospect needs with system capabilities



## Sales Cycle/New Client Retention

Proper sales techniques extend beyond the final sale. Use the following sales cycle to ensure your new clients are positioned for the long-term.

1. Identify prospect
2. Set appointment to discuss prospect's needs
3. Recommend feature/hardware solutions
4. Provide live web-based demo; offer 30-day demo
5. Verify prospect needs with system capabilities
6. Follow-up through first pay period to verify payroll data has processed properly, answer questions and to secure the sale

## System Features

### Timekeeping - Target Fit Industries

The following are examples, or suggestions, of "good fit" features based on a business type and/or industry. The suggestions provided, however, are for recommendation purposes and are not limited only to the scenarios provided.

	Custom Pay Categories	Custom Clock Prompts	Edit Time Cards	Punch Location Stamps	Auto Out-Punch Completion	Track "Billable" Hours	Tip Tracking	Custom OT Rules	Supervisor Accounts	Shift Differential Pay	Schedule vs. Time Cards View	Punch Rounding	Labor Code Tracking	Schedule Deviations Report	Auto Lunch Deduction	Employee Scheduling	Add Dollars to Time Card	Bonus Tracking	Job Code Tracking	Supervisor Exception Approval	Holiday Pay Tracking	Department Tracking	Labor Mapping	Multiple Pay Rates
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Financial Institutions (Retail Banking)	•		•	•		•			•		•	•		•	•	•	•	•		•	•	•		
Doctors/Dentists/Veterinarians	•	•	•			•			•	•	•	•		•	•	•				•	•	•		
Rehabilitation/Assisted Living/Nursing	•	•	•	•	•			•	•	•	•	•	•	•	•	•			•	•	•	•	•	•
Legal Offices	•		•			•			•			•			•	•	•	•		•	•	•	•	•
Bars/Lounges		•	•	•	•		•		•		•	•	•	•		•			•	•	•	•	•	•
Restaurants		•	•	•	•	•	•		•		•	•	•	•		•			•	•	•	•	•	•
Manufacturing/Production	•	•	•	•	•			•	•	•	•	•	•	•	•	•	•	•		•	•	•	•	•
Grocery Stores	•	•	•	•					•		•	•		•		•				•	•	•		
Small Retail			•				•		•		•	•		•		•				•	•			
Department Stores	•	•	•	•					•		•	•		•		•			•	•	•	•		
Retail Outlets			•						•		•	•		•		•				•	•			
Auto Dealerships/Repair Services	•	•	•	•	•				•	•	•	•	•	•	•	•	•	•	•	•	•	•	•	•
Child Care Centers	•	•	•	•	•	•			•		•	•		•	•	•				•	•			•
Fitness Centers		•	•	•	•	•			•		•	•	•	•	•	•	•	•		•	•	•	•	•
Country Clubs/Day Spas		•	•	•	•	•	•		•		•	•	•	•		•	•	•	•	•	•	•	•	•
Dry Cleaners		•	•	•			•		•		•	•		•		•				•	•			
Title Companies			•	•					•			•			•	•	•	•	•	•	•			
General Administrative	•		•	•	•	•		•	•		•	•		•	•	•				•	•	•		•
Hospitality/Motels/Hotels	•	•	•	•	•		•	•	•	•	•	•	•	•	•	•				•	•	•		•
Waste Management/Sanitary	•	•	•			•		•	•	•	•	•	•	•	•	•				•	•	•		•
Customer Service Centers		•	•			•		•	•	•	•	•	•	•	•	•	•	•		•	•			•
Government Municipalities	•		•	•	•	•			•			•			•	•				•	•	•		•
Amusement Parks	•	•	•	•			•		•		•	•	•	•	•	•				•	•	•		•

## Questions to Ask Yourself as a Product Representative

Do you understand the overall value and benefits of offering timekeeping?

Are you prospecting among your current payroll clients? Take advantage of the market with whom you have already established a relationship.

During the payroll sales process, do you ask prospects how they will submit timekeeping information in order to run their payroll?

In what ways are you including timekeeping in your payroll sales process to improve value and savings for your prospects and clients?

## Sales Process/Asking Questions

1. Ask questions regarding your prospect's time collection process.

Get them thinking:

- What are you currently doing to collect, calculate and edit your employee's time?
- How many people are involved in your timekeeping process & how many hours does it take?
- Try to dig up some "pain points" related to manual processing. These may include: collection, correction, calculation, record keeping, cost of current system (when compared to your alternative), lack of integration and so forth.

2. Talk about the benefits of automating the process through a simple, online solution.

Focus on timekeeping processes and procedures.

- How frequently do you pay your employees?
- How do you track pay for employees who work on a holiday?
- Do you have any preference for rounding punch times collected by the time clock?
- Does your company have a need for custom pay categories to track various pay types?
- What key processes are you planning to automate through timekeeping (e.g., basic in/out, job tracking, labor coverage tracking, etc.)?
- How much time do you think is overpaid on a monthly basis to employees who submit approximated (or inaccurate) timecards?

- How are you currently submitting your time data for payroll? Walk me through your process of capturing employee time data to running payroll.
- How important is it to control/cut your labor expenses?
- Tell me a little bit about how you are currently managing your labor costs.
- What causes you the biggest headache when it comes to tracking employee hours?
- How much time would you estimate your payroll administrator spends collecting, calculating and/or correcting employee time information? If you could eliminate just one of these manual steps, how much time could you save? How about two, three, or all of these steps? Let's convert this to dollars...

## Product/Service Overview

- Punches are collected by time clock(s)
- Punches are sent to the web (in real time or nightly)
- Supervisor edits data online
- Data is approved and sent for payroll processing

## Setup Steps

- Select a time clock or use WebClock only
- Create client's admin account
- Add clock serial # to account (not w/WebClock)
- Add employees (individually or bulk import)
- Plug in time clock (if applicable)
- Connect clock to web (Analog/Ethernet port)
- Press "9" on clock to connect
- Register employee prints (w/biometrics only)
- Begin punching
- Add supervisors accounts (optional)

## Conducting An Online Demo

- Discuss left-side for "navigation," right-side for "viewing"
- Highlight four key functions:
  - Employee Setup
  - Time card editing
  - Reporting
  - Export file for payroll
- Discuss time card samples
- Discuss report samples
- Finish with discussion of client's existing timekeeping policies

### Exporting Punch Data

- Client edits time card data
- Payroll provider "pulls" report for processing (OR)
- Client "pushes" file to provider for processing:
  - Access the *Reports* menu
  - Select a custom format or CSV file
  - Export file and save
  - Send to payroll provider















## Enhancing Your Demo

Be sure to show your prospect the following "sticky" features:

- Employee Status Utility app for iPhone
- Online Demo (Login ID: "online" Password: "demo")
- WebClock portal
- Report samples (See "System Capabilities and Sample Reports" guide)
- Time card samples (See SCSR guide or view Online Demo)
- Savings Chart (online or slide chart)

## Product Guide

All time clocks are subject to **activation charges** (\$\_\_\_\_) (Partner Point discounts will apply). A (†) indicates this product is subject to one **or more** of the following **MONTHLY** surcharges in addition to regular service charges: **Ethernet** (Eth)=\$\_\_\_\_, **Biometrics** (Bio)=\$\_\_\_\_, **Ethernet+Biometrics** (Eth)(Bio)=\$\_\_\_\_, **Cellular** (Cell)=\$\_\_\_\_, **Connection Charge** (CC)=\$\_\_\_\_.

	DATA COLLECTION							CONNECTIVITY			EXTRA FEATURES					
	Fingerprint Biometrics	Hand Geometry Scan	Magnetic Stripe Card	Proximity Card	Universal Proximity Card	PIN Over the Phone	PIN Entry	Web Browser Clock In/Out	Analog (fax/phone)	Cellular (wireless)	Ethernet (real-time)	PrintReader™ Compatible	Wall Mount Option	Portability	External Bell Support	Warranty
<b>FLEXCLOCK</b>																
 <b>FlexClock Vx510</b> \$____ <b>new</b> , \$____ <b>refurb.</b> *† (Eth) Standard Vx-Series model supporting Ethernet connectivity. Compatible with PrintReader option for biometric verification.	●	●				●	●	●	●	●	●					●
 <b>FlexClock Vx510G</b> \$____ *† (Cell) Standard Vx-Series model with GSM cellular (wireless) connectivity to transmit employee data to the Web. (Not battery-equipped)	●	●				●	●	●	●	●	●					●
 <b>FlexClock Vx570</b> \$____ *† (Eth) Standard Vx-Series model supporting Ethernet connectivity with wall mount option. Compatible with PrintReader for biometric verification.	●	●				●	●	●	●	●	●	●				●
 <b>FlexClock Vx610G</b> \$____ *† (Cell) Vx model with portability, offering an on-board battery and cellular (wireless) connectivity. Compatible with cellular GSM wireless carriers.			●			●	●	●	●				●			●
 <b>FlexClock Z11</b> \$____ *† (Eth) Supports Ethernet connectivity and offers built-in proximity reader. Clock in/out via PIN or optional "Mango" prox card.				●		●	●	●		●		●				●
 <b>FlexClock Z14 Magstripe</b> \$____ *† (Eth) Supports Ethernet connectivity. Clock in/out via PIN, or magnetic stripe card (Note: Future functionality).			●			●	●	●		●		●				●
 <b>FlexClock Z14 Proximity Card or Fob</b> \$____ *† (Eth) Supports Ethernet connectivity and offers built-in proximity reader. Clock in/out via PIN or optional "Mango" prox card (Note: Future functionality).				●		●	●	●		●		●				●
 <b>FlexClock Z18</b> \$____ *† (Eth) Ethernet-enabled model offering universal 3rd-party prox card compatibility. Intended for professional wall mounting only.	●	●		●	●	●	●	●		●	●	●		●		●
 <b>FlexClock Z33 &amp; Z34</b> \$____ *† (Eth)(Bio) Offers on-screen fingerprint verification, Ethernet connectivity (real-time*) and a built-in fingerprint reader. Rounded (33) or square (34) case.	●					●	●	●		●		●				●
<b>HAND GEOMETRY BIOMETRICS</b>																
 <b>FlexClock GT-400</b> \$____ *†(Eth)(Bio) Utilizes hand geometry technology that verifies the size and shape of an employee's hand to punch IN/OUT.		●				●	●	●		●	●	●		●		★
 <b>HandKey-2 for FlexClock Z18</b> *† (Eth)(Bio) Utilizes hand geometry technology that maps and verifies the size and shape of an employee's hand. Note: requires FlexClock Z18.		●	●			●	●	●		●	●	●				N/A
<b>TIMECLOCK</b>																
 <b>TimeClock 330/380</b> \$____ Standard "time clock" offering Analog connectivity and PIN/badge clock in/out. Compatible with PrintReader for biometric verification.	●	●				●	●	●	●		●	●				●
<b>WEBCLOCK</b>																
 <b>WebClock—Browser-Based Timekeeping</b> \$____ * Clock in/out and view employee time cards online through a web browser from any Internet-enabled workstation.						●	●			●		N/A	●			N/A
<b>VOICECLOCK</b>																
 <b>VoiceClock Telephony</b> \$____ (CC) <b>3 lines</b> \$____ - <b>6 lines</b> \$____ - <b>12 lines</b> \$____ Enables employees across multiple clients to clock in and out over the phone. Offers modem support for 3, 6 and 12 lines.						●	●			●			●			●

● Limited lifetime warranty

● Feature included, additional charges may apply

● Not included, sold separately

● Available via WebClock (optional)












\* Real-time connection

★ Limited 1-Year Warranty



## Add-On Products and Accessories

(†) This product is subject to a **MONTHLY** surcharge in addition to regular charges. **Biometrics (Bio)**=\$ \_\_\_\_\_. PrintReader sold separately with certain hardware.

ACCESSORIES AND ADD-ONS		FlexClock (see model)	TimeClock
	<b>Badge Rack</b> \$ _____ Protect your badge cards from bending, damage, general wear and tear, or getting lost with a durable steel 40-card badge rack.	●	●
	<b>Wireless Phone Jack</b> \$ _____ (TimeClock 330/380) Enables a TimeClock to be relocated in a building where a phone line is not accessible (Analog) by creating an additional phone port.		●
	<b>TimeClock 330/380 Punch Extraction Kit</b> \$ _____ Used to extract punches from a TimeClock that is unable to transmit over the phone. Requires PC. Includes cable and instruction CD.		●
	<b>PrintReader for TimeClock/FlexClock</b> \$ _____ †(Bio) Add a PrintReader unit for biometric fingerprint punching. (Check specific hardware models for compatibility.)	●	●
	<b>Automotive Power Inverter</b> \$ _____ Power your time clock from a standard automotive 12-volt cigarette lighter outlet.	●	●
	<b>Badge Swipe Cleaner (TC 330/380, Z12, All Vx)</b> \$ _____ Presaturated disposable card cleans clock magstripe reader.	●	●
	<b>Badge Card Clip and/or Hole Punch</b> \$ _____ Add a badge card clip to employee time cards.	●	●
	<b>Bell Relay Kit (Z18, LA2000)</b> \$ _____ The Bell Relay Kit allows your Z18 or LA2000 time clocks to activate a 3rd-party bell/alarm system at user-defined intervals.	●	
	<b>TimeClock Outdoor Case</b> \$ _____ (w/fan \$ _____) Use an outdoor case to protect your time clock in locations where they may be vulnerable to harsh conditions. Available with or without fan.		●
	<b>Badge &amp; Proximity Cards</b> Take advantage of custom full-color, custom single-color, custom black and white, generic and "Mango" proximity badge cards.	●	●
	<b>Key Fobs</b> Three different key fob options are available. Black leather, blue or white plastic. Punch IN/OUT with one quick swipe.	●	

## Reports & Report Types

Our system can produce a variety of reports ranging from individual time card reports to complete employee punch detail summaries. Here are many of the available report types for your convenience:

- Audit Log Report
- Clock Terminal Notes
- Daily Auto E-mail Report
- Detail Report
- Punch Activity File for payroll processing
- Employee Export
- Web Formatteer (WebF)
- Hours Used
- Labor Code Reporting
- Account Settings ("Payroll Settings")
- Punch Notes
- Schedule Deviation Report
- Schedules vs. Time Cards Report
- Single-Day Report
- Summary Report
- Summary Spreadsheet
- Time Cards

## Features Customized w/Scripting

- Breaks & Lunches
- Category, Job Codes & Pay Codes
- Clock Prompts
- Exceptions
- General Information
- Holiday
- Overtime
- Pay Rates & Pay Type Scripts
- Reports
- Rounding
- Shift Differentials
- Miscellaneous
- Data Exporting

## Payroll File Formats

Reduce data entry and improve payroll accuracy by importing timekeeping data directly into your payroll software. Information is automatically formatted and exported for payroll processing. The most common export formats are TXT, CSV and XLS; however, many custom file formats exist or can be produced for a fee if the desired format hasn't already been created. Contact your service provider to determine if a format has already been created for your payroll software.

## System Security

### Electronically:

- Stable server Operating System with latest available updates
- State of the art firewall utilization
- Separate and stand-alone Intrusion Detection System (IDS)
- Secure Socket Layer (SSL) site utilization with up-to-date security certificates
- Firewall and IDS hardware utilization, which alleviates limitations of software-based systems

### Physically:

- Redundant data back-up and storage includes off-site locations
- Load balanced web servers - initializes alternative web servers to assume load responsibility in the event that a web server should fail
- RAID database server utilized to ensure safe back-up procedures
- Servers housed in two secure, enterprise level, colocation facilities. Access permitted via biometric validation only.

## Badge Cards & Key Fobs

- Badge card price breaks apply at the following quantities:

**1-99 100-499 500-999 1000+**

- Black & White, Single-Color or Full-Color Cards
- Barcode cards available through 3rd-party
- Proximity ("prox") cards
- Three different key fob styles



Black Leather,  
Blue or White Plastic

## Online Editing Options

- Edit punch times
- Add/edit hours
- Add/edit dollars
- Edit via restricted supervisor accounts
- Edit employee schedules

## Legal Compliance with Automated Timekeeping

- Pay non-exempt employees accurately (OT laws can be strict!)
- Track exempt employee hours (to cover for any labor classification disputes)
- Eliminate risks of not paying employees for all hours worked (e.g., employee works "through" lunch and is entitled to pay)
- Access and maintain required records more quickly and accurately in the event of a department of labor audit or labor dispute.
- Maintain proper employee status requirements (don't lose exempt employees' status!)
- Remain in compliance with local labor requirements

## Other Sales Resources

- Custom Timekeeping Website
- Communications Kit
- Partner Development Specialist
- ClientCare Sales Services
- Marketing Flyers
- System Capabilities & Sample Reports Booklet
- Product Feature Wheel & Savings Slide Chart
- SwipeClock University
- Demo Hardware
- Live Online Demo
- 30-Day Demo
- Free Reseller Demo Account
- Sales & Marketing Guide
- Sales & Marketing Website

## Statements About "Our" Timekeeping Service

"We provide a practical solution to help you manage your employee's labor hours..."

"Our solution is simple to implement and use; in fact, we can get you started right away..."

"With the affordability and cost savings our time and attendance system provides, there is no need to continue having employees track their own time card information..."

## Direct Marketing Ideas

- Call prospects to discuss how they collect employee time
- Send e-mail or billing inserts to current clients
- Offer complimentary payroll process evaluations to current clients/prospective clients
- Use timekeeping to open the door to payroll sales
- Send a "Fax back" ad to clients who fax in punch data

Use all these mediums to be creative in how you approach your clients:

- 1. Newsletters** - Keep your clients up-to-date. Create your own, find free templates online, or use a free ready-made design from Microsoft Publisher.
- 2. Webinars** - Provide "anywhere" training. Launch right from your desktop and over the phone.
- 3. Seminars** - Provide face-to-face training. Be an industry consultant or expert. By portraying your organization as industry experts, your clients and prospects will look to you for advice, recommendations and solutions.
- 4. Trade Shows** - Attend a trade show. Use a time clock for raffles and to track booth visitors.
- 5. Blogs/RSS Feeds** - Provide immediate news. Select a theme. A theme will make all the difference for your audience.

**6. Surveys** - Gain feedback and input. Use surveys to discover your clients' needs. If you're not identifying your clients' needs, your competitors eventually will.

**7. Hold Track Audio** - Inform your clients while they're on hold. Hire a professional voice online. It's cheaper than you think.

**8. Login Portal** - Use effective web banners. Add images, links and banners near your login portal.

**9. Sales Calls** - Conduct cold calls and follow-up calls. Do an account review at least once a year. A simple, periodic courtesy call to make sure your client understands their account settings and that they are happy with their current service is an excellent way to uncover new opportunities.

**10. Social Media** - Provide time-sensitive offers and updates. Establish the right relationship with your audience. Many newcomers to social media struggle to find a reason to communicate through social media with clients and prospects. If you create the proper relationship with your audience you will have adequate reason to communicate frequently.

**For more direct marketing ideas see the "Communications Kit."**