

GUIDE



THE EMPLOYMENT HERO CERTIFIED PARTNER PATHWAY

Take total control and build a high-margin reseller revenue stream for your business.



THE NEXT EVOLUTION OF OUR PARTNERSHIP

**Resell Employment OS. Own the lifecycle.
Scale your profits.**

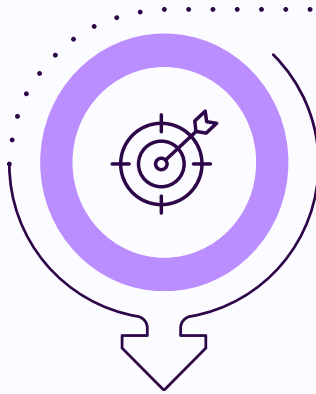
UK mid-market businesses are outgrowing basic software, creating a massive gap for solutions capable of handling complex payroll, core HR and compliance. Our established Referral Programme is, and always will be, a reliable way to help your clients bridge that gap with a complete Employment Operating System.

For partners who want to weave Employment Hero directly into their operations, we offer a deeper way to collaborate. If your goal is to build a dedicated service offering around our platform and lead your own implementations, become a Certified Partner[^].

Once we ensure a strong mutual fit, you'll complete training to confidently resell our all-in-one solutions and gain exclusive access to wholesale rates.

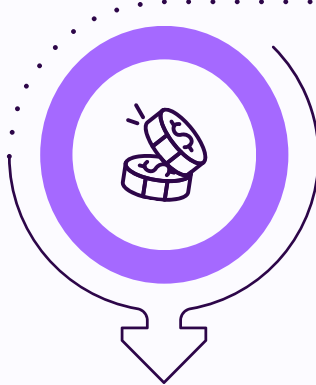
TAKE *COMPLETE* CONTROL OF THE LIFECYCLE

The Certified Partner Programme allows you to move from a simple referral relationship to deep integration. By owning the client lifecycle from end to end, you become the single provider your clients rely on. We supply the infrastructure; you deliver the all-in-one service your clients love.



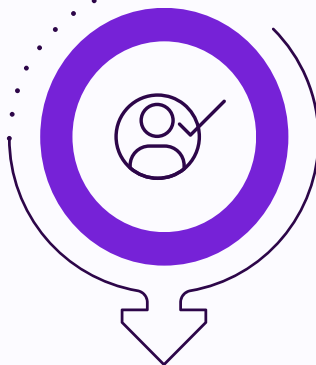
SELL

Lead the reseller sales process natively. You win the client and you retain the commercial relationship equity.



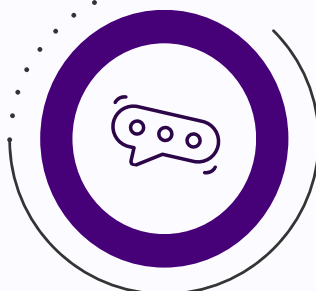
BILL

Take control of the revenue stream by managing the client's subscription and wholesale billing directly.



IMPLEMENT

Configure the Employment OS to your client's exact needs, drive the data migration, own the hands-on onboarding and lead the change management.



SUPPORT

Act as the trusted Level 1 support contact, cementing your status as their indispensable, all-in-one advisor.

YOUR PATHWAY FROM REFERRAL TO *CERTIFIED PARTNER*

We offer partnership paths designed to match your business model and growth goals. The Referral Partner Programme is a great place to stay, but it can also serve as a low-friction "proof of concept" runway before stepping up to the Certified Partner Programme.



Your Partnership Blueprint

OPTION

01

The Referral Programme (zero operational overhead)

Keep using our Referral Programme exactly as it is. Pass us mid-market leads, let our team do the heavy lifting to solve their complex payroll, core HR and compliance gaps, and earn commissions on eligible referrals*. All with zero disruption to your daily operations.

OPTION

02

The Certified Partner Programme (full control)

When you're ready to deeply embed Employment Hero into your core offering, upgrade to our reseller model and become a Certified Partner. Buy Employment OS at wholesale rates, bill your clients directly and scale your profit margins without needing to scale your headcount.

TRANSFORMING YOUR REVENUE - THE MULTIPLIER EFFECT



Embedding Employment OS into your business can make you more valuable to your clients, while transforming your bottom line. By wrapping your own services or software around our platform, you take control and unlock serious margins.



Wholesale margins

Access competitive wholesale rates to secure recurring margin[^] through direct billing.



The multiplier effect

Collect revenue on reselling our product and your service offering.



Long-term stickiness

Deep operational involvement drives strong client loyalty, creating a valuable and enduring retention asset.

YOUR *BLUEPRINT* TO EMBED INTO YOUR OFFERING



Embedding Employment OS looks different depending on your business model. Here's how some of our Certified Partners are actively integrating Employment Hero into their business model today.

FULL-SERVICE ADVISORY

- ✓ **Your specialty:** HR advisory and premium business advisory.
- ✓ **The model:** Project fee + ongoing reseller margin. Charge an upfront, high-margin fee for system audit and solution design, followed by ongoing margin.
- ✓ **The bonus:** Retain absolute admin access to drive future system reviews and QBRs natively.
- ✓ **Why clients love this:** They get expert strategic guidance without the headache of managing complex software.

THE OUTSOURCED FUNCTION

- ✓ **Your specialty:** Outsourced payroll or managed HR.
- ✓ **The model:** The bundled retainer. Bundle your managed services and the wholesale Employment OS subscription into one recurring monthly retainer.
- ✓ **The bonus:** Maintain full admin access to control the daily operations from end to end.
- ✓ **Why clients love this:** Total peace of mind. They get world-class tech while you handle the heavy lifting.

TECH REVIEWS AND IMPLEMENTATION

- ✓ **Your specialty:** Management consultants and tech stack advisors.
- ✓ **The model:** The comprehensive project cost + recurring reseller margin. Roll the Employment OS implementation, ongoing subscription and Level 1 support into one project cost alongside their newly integrated tech stack.
- ✓ **Why clients love this:** One expert vendor, one cohesive ecosystem and zero data silos across their business.

SOFTWARE VENDOR

- ✓ **Your specialty:** Software vendors and ERP platforms.
- ✓ **The model:** The unified tech stack. Build a powerful "better together" ecosystem by combining your native software fees with the wholesale Employment OS subscription into one seamless billing structure.
- ✓ **Why clients love this:** A frictionless, all-in-one tech experience with a single bill to pay.

Ready to embed and activate the multiplier?

We'll work directly with you to assess your current setup and choose the partner path that best aligns with your business goals.



*Please see the [Partner Referral Terms and Conditions](#) and Tier and Commission Policy (available after logging into the [Partner Portal](#)) for details on how commissions are paid and which products are eligible.

^Certified Partner status is subject to Employment Hero's approval and execution of a Certified Partner Agreement, which sets out applicable wholesale rates, margins and billing terms. Rates and margins may vary by partner, product and region.