

**401kWire.com**The insiders' edge for defined contribution executives!
an InvestmentWires' Publication

Monday, August 22, 2005

Payroll Provider Looks for Partners

One payroll provider has plans to help level the playing field for the unbundled players out there. **California Payroll**, a payroll and human resources firm, is working to create partnerships with third-party administrators and 401(k) plan providers to create an unbundled bundle. The payroll provider is also creating a new internal division called IN-T-GREAT for this effort and for supporting additional outsourced benefits services.

California Payroll's goal is to work with a group of providers so that it can "seamlessly integrate the transfer of data and information to the 401(k) provider ... so it frees them up to run their business," said **Henry Lonsdale**, president of California Payroll.

Potential partners include companies like John Hancock, Nationwide and ING, said Lonsdale.

While Lonsdale said that the move was not directly in response to bundled offerings by competitive payroll providers like Paychex and ADP, as well as Fidelity, he did say the firm is reacting to "the market itself realizing the synergies are there."

Additionally, the move will help "increase [California Payroll's] appeal to prospects, to new potential clients ... by providing capabilities over and above our competition," said Lonsdale. "You need to evolve," said Lonsdale.

While California Payroll is directly targeting TPAs in the West Coast and in California, the firm can service companies nationwide. The payroll company typically provides services for employers with 25 to 2,500 employees, said Lonsdale.

The company will also offer support for existing payroll clients who are using partner TPAs and 401(k) providers, said Lonsdale.

Printed from:

<http://www.InvestmentWires.com/common/article.asp?storyID=10307&wireID=1&template=article>

**Copyright 2005, InvestmentWires, Inc.
All Rights Reserved**

[Back to Top](#)