



THE ASSOCIATION OF BUREAU MANAGERS

## Partnering with the Association of Bureau Managers

*Turning individual conversations into a collective voice*

### **Fixing a strained relationship. Forging a stronger future.**

For years, bureau managers have voiced a range of frustrations about their relationships with software vendors — including, but not limited to, a lack of clarity and consistency in messaging; poor levels of support and responsiveness; and the feeling that too many vendors seem unwilling — or unable — to listen to the real needs of payroll bureau teams.

At the same time, vendors are striving to retain existing clients and win new bureau business during a period of significant change. To do this effectively, you need a better way to reach and understand the bureau market — to gather honest feedback, introduce new functionality with confidence, and build lasting relationships with the people who rely on your systems every day.

The Association of Bureau Managers exists to bring together the senior leaders who keep the UK's payroll bureau sector running smoothly — and to help them collaborate, solve shared challenges, and shape the future of the profession.

Our members are decision-makers. They lead payroll teams, advise clients, choose systems, and influence the services used by hundreds of thousands of employers across the country. But until now, there's been no structured, meaningful way for vendors to engage with this group — to truly listen, learn, and build better solutions together.

### **We're changing that.**

We now offer a vendor partnership model that's built for collaboration — not promotion. It's designed for vendors who want to do more than just sell — who want to connect, improve, and grow alongside a community of experienced, insightful professionals.

Whether you're refining your roadmap, strengthening relationships with existing users, or looking to expand your presence in the bureau space, this is your opportunity to engage the market in a way that delivers value for both sides — and helps move the profession forward.



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## Vendor Community Partner

*A flexible foundation for building relationships with the bureau community*

### How it works

We offer vendors a limited number of 12-month partnerships plus your choice of event opportunities throughout the year — depending on the style and timing of engagement you'd like with the bureau community.

Vendor Partners receive official recognition as supporters of the Association and gain access to a menu of ways to engage more deeply with our members.

- Annual benefits include:
- Use of the “ABM Vendor Partner” logo and designation
- A listing on our website with logo and short profile
- Welcome announcement in our regular email communications and LinkedIn channels
- Eligibility to offer up to 5 discounted memberships (25% off first year) to your clients or prospects
- Priority access to book additional activities (see below)

Each vendor community will be supported by a designated manager from the Association. They'll act as your primary point of contact via a dedicated email address (e.g. vendor\_name@bureaustrategy.com), coordinate communications, gather input, and help ensure that both sides get real value from the partnership.

This package is for vendors ready to build deep, constructive relationships with the bureau community — and who want to be recognised as true partners to the profession.