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Isaac M. O'Bannon • Sep. 03, 2014



ZenPayroll, the maker of cloud-based payroll management systems, has announced partnerships with over a dozen SMB-focused technology companies. Through the partnerships, users will have integration options that will allow them to connect critical back office tools for small businesses, from payroll to benefits to human resources. ZenPayroll has already had partnerships with small business leaders like Intuit, Xero and FreshBooks.

Small business owners will now be able to enter information like benefits, hours

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and affordable, but more interoperable than ever, which lowers barriers to entry for entrepreneurs and offers small businesses the edge.”

“According to a [recent survey](#), nearly a third of Americans find the idea of starting their own company scarier than skydiving. We believe technology should allay those fears and empower people to pursue their entrepreneurial dreams,” said Joshua Reeves, CEO and co-founder of ZenPayroll. “We’re proud to join other leading small business technology companies in bringing together our best of breed tools so we can better serve small business owners.”

More than ever before, Americans want to become entrepreneurs and opt out of traditional career tracks. A 2014 survey based on [Harris Poll data](#) found that 55%, or almost 78 million employed U.S. adults, would jump ship from a traditional job to self-employment. Despite renewed interest in entrepreneurship, 72% of employed U.S. adults interested in starting their own business indicate they do not have the skills to do so.

Technology is bridging the gap between aspiring entrepreneurs and those who take the plunge and launch new businesses. Small businesses are leveraging cloud technology to save time, money, and focus on doing what they love:

“My business partner and I both studied theology, so the idea of starting an LLC that needed accounting, bookkeeping, and payroll was daunting,” said Adam McLane, partner at The Youth Cartel, a youth ministry resources company in La Mesa, California. “At first, we hired a local bookkeeper, but it really didn’t fit the vibe of who we are. This year, we switched completely to cloud software. Not only have these tools been super intuitive to use and connect with each other, they also move our brand forward and embody our modern approach to serving clients.”

“When I started Toughpups ten years ago with only \$364 in my pocket, it was quite

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