Rebranded Viventium Software, Inc. Launches Human Capital Management Software to Align with the End-to-End Living Experiences of Employees

Viventium Software, Inc. is proud to unveil an end-to-end human capital management (HCM) solution with an intuitive design that anyone can use.

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BROOKLYN, NY (October 31, 2016) – Leveraging decades of experience and success as a payroll provider, BDB Payroll Services announced today that the company has rebranded to become Viventium Software, Inc. as it unveils end-to-end human capital management (HCM) solution with an intuitive design that anyone can use. Inspired by the company's robust growth – doubling its number of employees in the past year – the new name takes its root in a Latin word meaning *living*. The Brooklyn, N.Y. based company is building beyond payroll as it expands its platform into new HCM software solutions – essentially end-to-end employee software and services. "Viventium captures the essence of life in the workplace, an element that has been missing for too long in HCM software solutions," said Terra Vicario, Vice President of Marketing and a driving force behind the rebrand. "Our approach to technology is anchored in the idea that the workplace is a living environment – our technology should mirror that reality." Bringing 25 years of experience in payroll software with exceptional client service, and with growth capital from ABS Capital Partners and Camden Partners, Viventium is launching its new, end-to-end HCM cloud-based software – Viventium Software. "Viventium is unlike other HCM companies in that we believe we have a responsibility to build something that contributes in a meaningful way to the work culture," said Viventium CEO Gary J. Trainor. "Viventium becomes a living part of the organization." With totally new user experience, Viventium Software's design features a clean, user-friendly interface – an approach that dominates the product's entire blueprint. "Our goal is always to start with the client experience, then build the infrastructure and products to support that experience," Trainor said. "The expanded functionality of our product is in itself a direct result of listening to our clients' changing needs and feedback." In the new software, all users sign-in to one system. With a single login, they can view and accomplish different tasks depending on their roles. Viventium Software utilizes a complete application program interface (API) and the ability to automate previously manual client functions. "We pride ourselves on creating customizable software, to give our clients the best tools possible to let their own business succeed," said Simon Yoffe, Vice President of Research and Development. Viventium is rolling out the new software to existing clients and will be offering the product to new clients as of today. **About Viventium Software, Inc. Viventium Software, Inc.** is a transformative, living, and purely cloud-based

HCM solution for business management that provides a remarkable user experience and design anyone can use with ease, unbeatable analytics, and insight into your business. No one dares to provide HCM client service like Viventium – we are truly in it with you. We notify our clients about potential problems and areas for improvement before they even know issues within their companies exist. Our unmatched software is built with you and for you, so you get a truly one-of-a-kind, remarkable experience that enables you to fulfill your company's true potential. **Viventium Software, Inc.** Bringing HCM to life – one remarkable experience at a time. Media Contact: Sabrina Patrizio press@viventium.com 718.522.2000 ext. 511