

## **NOVAtime Unveils the 3 Keys for Controlling Labor Dollars & Managing Workforce Efficiency in Their New Nationwide Educational Campaign**

*NOVAtime's new marketing campaign is poised to raise the bar in educating CFOs, HR Directors and small business owners on the essentials for winning the battle over rising labor costs through automating workforce management tasks.*

Monterey Park, CA ([PRWEB](#)) September 8, 2006 -- NOVAtime, ([www.novatime.com](http://www.novatime.com)), an innovative technology company that builds time and attendance and workforce management systems, today announced the launch of a nationwide direct marketing campaign aimed at educating CFOs, HR Directors and small business owners on the three keys for lowering labor costs and managing workforce efficiency.

Launching in September of 2006, NOVAtime and a group of their premier business partners will unveil the initial phase of its new educational marketing campaign. The participating partners includes Cincinnati Time Systems in Detroit, Pacific Time Systems in California, Longley Systems in Illinois, Time Data Systems in Arizona, InfiSoft Software in Virginia, Time Clock Sales of Oregon, and Cincinnati Time Systems in Ohio, just to name a few.

Rolling out first is a visually rich and content driven direct marketing campaign anchored by the company's new special report titled, "3 Keys for Controlling Labor Dollars," and a free needs analysis for selected companies.

Tom Mawn, Vice President of Automated Time Concepts says, "With labor costs and employee lawsuits rising at an alarming rate, especially in states such as New York, this type of educational and eye opening campaign is long overdue." As Frank Su, NOVAtime President, stated "Outside of providing business leaders the free online special report, we're working with our business partners to deliver a valuable onsite or offsite needs analysis for companies. This innovative campaign allows us to educate companies on how to protect their growth and proactively manage their workforce by learning to automate the company's time and attendance systems."

Going beyond theory and focusing more on practical and proven methods, NOVAtime's eye opening online special report relies heavily on real-world scenarios and case-studies, revealing the three essential keys companies need to execute and control their ever sky-rocketing labor costs. The decision to offer companies the opportunity to also receive a free onsite needs analysis, was a simple one; according to NOVAtime executives and their dealers. The needs analysis demonstrates how to incorporate a fully automated time and attendance system into a company's daily operations; allowing key stakeholders to clearly see where costs can be significantly reduced and learning new and innovative approaches for protecting their company's growth through improved workforce efficiency.

"Labor is one of the largest expenses an employer incurs and is controllable if the right tools are in place. Business leaders know that without the proper management tools, their company can be exposing itself to costly labor law fines and even potentially damaging lawsuits. Unfortunately, most senior executives, at both small and large firms, are unsure of what tools to use. In fact, many are still collecting their vital data through a manual process. As a NOVAtime authorized dealer and distributor, we are very excited about the opportunity to play a role in a campaign that will further bridge the divide between companies who understand the importance of automating their time and attendance and those who don't," says Mike Lahm, President of Cincinnati Time System in Ohio.

#### About NOVAtime

With corporate offices located in Monterey Park, California, NOVAtime is a leader in integrating time and attendance systems with a company's human resources and payroll. Known for their scalable software technology, many of the best-managed companies in the world have chosen NOVAtime as the top time and attendance and workforce management software provider. For more information on NOVAtime visit [www.novatime.com](http://www.novatime.com) or call 877-486-6682.

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