

National-Level HR Support with a Local Touch: Amplify's Partnership with Helpside

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Amplify has operated as a boutique software development firm serving clients across multiple industries. With a fully remote workforce of contractors located in Canada and Latin America, Amplify has built a competitive edge by keeping overhead low while delivering high-quality development services.

When COO, Lawrence Hill, began looking for HR support for Amplify's U.S. and Canadian employees, Helpside came highly recommended through one of their existing strategic partners. Having previously partnered with large national PEOs, Hill was familiar with the outsourcing model and knew exactly what to look for in a partner.

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What stood out to Hill was the flexibility in Helpside's setup process. He was able to decide how hands-on he wanted to be with payroll and HR functions, ultimately choosing to let Helpside handle as much as possible. "You guys are consistent, you get stuff done, and we don't have to worry about it," he shared.

Another differentiator for Helpside was its ability to keep HR simple and approachable. Hill noted that with larger providers, he often encountered aggressive upselling and unnecessary complexity. "What I notice with other national PEOs is it's to their advantage to make HR issues seem more complicated—that's how they sell more," he said. "Helpside's approach is the opposite: you simplify things and make them manageable."

For Hill, the partnership with Helpside has given Amplify the professional, reliable HR expertise of a national PEO—without the cost or complexity. "Helpside has been very professional and very solid in the kind of support they've given us. It's been the right fit for our business."