

# CELEBRATING A DECADE OF SUCCESS: M3 & INOVA PAYROLL'S PARTNERSHIP FUELS HOSPITALITY INDUSTRY GROWTH

The hospitality industry demands efficient payroll and HR management solutions to maintain competitiveness and operational excellence. Recognizing these unique challenges, **M3 Accounting**, based in Lawrenceville, GA, and **Inova Payroll**, headquartered in Nashville, TN, joined forces 10 years ago. Their strategic partnership now supports hundreds of hotel properties, combining M3's specialized expertise in accounting, labor management, and analytics software with Inova's comprehensive human capital management (HCM) suite of services. Together, they deliver a streamlined, user-friendly business management and HCM solution that empowers hotels and hotel management companies to thrive.

M3 is proud to have Inova as a Preferred Partner in its one-of-a-kind Strategic Alliance program—an network of solutions designed to go far beyond simple integrations. Through this alliance, M3 and Inova will offer integrated services, unified support, and exclusive pricing advantages, all aimed at elevating the customer experience from end to end.



"Our collaboration with Inova has been instrumental in enhancing the efficiency and success of our mutual customers," said **Scott Watson**, Chief Sales & Marketing Officer of M3. "As a Preferred Partner within our Strategic Alliance network, Inova exemplifies our shared commitment to innovation, excellence, and customer-centric solutions. We look forward to continuing this journey together, delivering exceptional value to both existing and prospective clients."

The partnership is set to reach new heights as enhanced integration capabilities roll out in the coming months.

“Later this month, we will finalize an upgraded GL integration,” stated **Christy Zeigler**, Senior Product Manager of Labor Management and Insight at M3. “In 2025, we’ll release enhanced features for PTO requests, balances, employee maintenance, and payroll earnings, further streamlining processes for our clients.”



Reflecting on the partnership, **Joe Schweppe**, CEO of Inova Payroll, said, “Our decade-long relationship with M3 has been built on a shared commitment to providing outstanding products, services, and technology innovations. We’re excited about the next chapter in our partnership and our ongoing mission to help clients grow and thrive.”

M3 has earned a stellar reputation in the hospitality sector, providing accounting, labor management, and analytics solutions to over 8,000 hotels nationwide. Their tools optimize financial reporting, budgeting, and labor cost management. Meanwhile, Inova Payroll brings its full suite of payroll, tax filing, HRIS, benefits, and HR outsourcing solutions to over 5,500 clients, including 250+ deployments in collaboration with M3.

### **About M3**

**M3** is the hospitality sector’s leading accounting and analytics software provider, supporting over 8,000 hotels across the U.S. With solutions that simplify financial reporting, budgeting, and labor management, M3 empowers businesses to operate efficiently and make informed decisions.

### **About Inova Payroll**

**Inova Payroll** is a trusted provider of payroll and human capital management (HCM) solutions. Its fully unified, cloud-based HCM platform integrates payroll, tax filing, HRIS, benefits, and HR support to deliver unmatched efficiency, accuracy, and compliance. Serving over 5,000 clients nationwide, Inova leverages strategic partnerships, such as its collaboration with M3, to create tailored solutions for businesses across industries. Recognized as a 7-time Inc. 5000 honoree, Inova continues to lead the way in innovation and client success. Learn more at [inovapayroll.com](https://inovapayroll.com).

