

# Solving Real-World Compliance Challenges

Zenwork, a compliance solutions provider, drives growth by understanding—and solving—customers’ real-world challenges.

**ZENWORK**

**1281**  
2018 RANKING

**377**  
PERCENT  
THREE-YEAR GROWTH

**300**  
PERCENT  
USER BASE GROWTH YOY FOR TAX1099, BY ZENWORK

**150**  
THOUSAND +  
NUMBER OF BUSINESSES THAT USE ZENWORK SOLUTIONS

**3**  
NUMBER OF GLOBAL OFFICES

**ZENWORK KNOWS THE VALUE** of human touch. People fuel the growth of this award-winning, cloud-based compliance and regulatory reporting software. By building an exceptional team, forging smart partnerships, and taking a hands-on approach to collecting and learning from customer feedback, Zenwork has created a cutting-edge suite of SaaS solutions. Its offerings are flexible enough to keep up with ever-changing regulatory requirements, as well as users’ evolving needs.

Sanjeev Singh, founder and CEO of Zenwork, says the company’s mission was inspired by his own challenges running a technology consulting company. Singh wanted to focus on maximizing revenue, but he was bogged down by compliance and tax-related tasks. He knew other business owners wrestled with similar pain points. So, in 2011, he set out to develop an automated, streamlined digital tax and compliance solution that could cater to all business types.

The first challenge was building a digital tax compliance and regulatory reporting tool. The second was scaling. “We took a two-fold, go-to-market approach,” Singh explains. “In addition to using traditional marketing to reach customers directly, we sought partnerships with industry leaders in our domain that could benefit from integrating our solutions. After we signed up a big industry partner in 2015, we grew by almost 500 percent the next year.”

Zenwork replicated the success by partnering with other companies in the space, including Intuit, Bill.com, and Xero. Meanwhile, the company furthered its direct-to-user strategy by creating a high-value product that automated painstaking manual data-entry processes, saving users time and headaches. Singh says the company has always been quick to adopt new technologies and features as long as they are for the betterment of the end user. In the beginning, the team met with prospects in person to understand their challenges and needs. Then it created custom prototypes to demonstrate how the platform could be updated based on the input. “Very early on, we realized customer feedback is paramount to our success,”



explains Singh. “By listening to customers, we make sure to always be where we are most needed.”

Today, Zenwork clients continue to influence the evolution of its solutions. Singh credits recent growth in part to the introduction of its outsourced information return solution, eFile Assist, and the rapid adoption of its most popular cloud-based platform, Tax1099. In 2018, Zenwork will expand its existing software platform. The goal is to be a part of every business’s compliance process. The company will also introduce new productivity tools, which Singh says will usher in the next phase of growth. He is confident there is a market for these solutions.

Singh’s biggest challenge will be finding the right talent, particularly in the areas of sales, marketing, and operations. But the entrepreneur isn’t one to back down from a challenge. He started Zenwork to address defined pain points, and his favorite part of running a business is still working with his team to find solutions. Zenwork’s next iteration of compliance products will also do just that—solve problems by addressing the real challenges plaguing businesses, using the right combination of automation and human touch.

And, sometimes, such a focus on quality has other benefits: Zenwork is increasingly fielding inbound leads from prospects attracted to its innovative technology and results-driven team. ■