

## FOR IMMEDIATE RELEASE

### Strategic Marketing Partnership Enhances Business Solutions for Construction and Project-Based Businesses

Phoenix, Arizona – September 2, 2025 – eBacon ([www.ebacon.com](http://www.ebacon.com)), a leading payroll solutions provider, today announced a strategic marketing partnership with Knowify (<https://knowify.com/>), a comprehensive project management platform designed for contractors and project-based businesses. This collaboration will enable both companies to offer their clients a more robust story combining payroll expertise with advanced project management capabilities.

The partnership focuses on delivering enhanced value to clients in the construction and project-based industries by combining eBacon's payroll specialization with Knowify's project management solutions. Through this marketing alliance, clients will have access to a more comprehensive suite of tools to manage both their workforce and projects more effectively.

"This collaboration with Knowify represents our commitment to providing our clients with the most complete business management story possible," said Gary Zimmermann, Director of Strategic Partnerships at eBacon. "By aligning with Knowify's project management expertise, we can offer our clients a stronger narrative around how payroll and project management work together to drive business success."

This collaboration will feature joint marketing initiatives, shared educational content, and coordinated client outreach efforts. Both companies will maintain their independent platforms and services while working together to demonstrate how integrated payroll and project management solutions can benefit construction contractors and project-based businesses.

Marc Visent, Knowify Co-founder and CEO, says, "Construction businesses are at their best when their teams and finances are working in sync. By partnering with eBacon, we're giving contractors a more complete picture of their projects so they can stay focused on running jobs that finish on time, on budget, and in compliance."

Key benefits of the eBacon-Knowify partnership include:

- **Comprehensive Business Management Story:** Clients gain access to expertise in both payroll processing and project management
- **Enhanced Client Resources:** Joint educational content and best practices for managing project-based businesses

- **Streamlined Business Operations:** Better integration between payroll and project management processes
- **Industry-Focused Solutions:** Specialized support for construction and contracting businesses

The partnership becomes effective immediately, with joint marketing initiatives launching in September 2025.

**About eBacon:** eBacon ([www.ebacon.com](http://www.ebacon.com)) specializes in payroll solutions, providing businesses with comprehensive payroll processing and workforce management services. The company is dedicated to helping clients streamline their payroll operations and ensure compliance with employment regulations.

**About Knowify:** Knowify (<https://knowify.com/>) is a comprehensive project management platform designed specifically for contractors and project-based businesses. The platform helps users manage projects, track costs, handle scheduling, and streamline business operations from initial estimate to final invoice.

**Media Contact:** Shawna Coronado, [shawna@ebacon.com](mailto:shawna@ebacon.com), [www.ebacon.com](http://www.ebacon.com)