ToolGPA

NOVEMBER 2026

# Asure

## The Insider's Guide

Payroll, HR and benefits software with managed service option



**Every plan, grade, refund rule and rival among payroll services, read from Asure's own pages.**

Made by Asure Software · checked Nov 13, 2026 · toolgpa.com

1.6
GPA



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ToolGPA put this guide together from Asure's own pages, its app-store listings and our grades. Every fact in it is on Asure's page too, where it is kept up to date. Checked Nov 13, 2026.

# Welcome

What it is, who it suits, its grades and the ten things to know first

**1.6**

GPA, above 0 of the 61 other payroll services we grade

Asure sells payroll, tax, HR and benefits tools for employers in the US. Employers can run payroll themselves in the AsureCentral platform or have Asure's specialists run it through AsureWorks. It also lists time and attendance, recruiting and an embedded AI assistant called Luna.

To get you started, here are **7 things to know about Asure**, taken from its own pages and our grades.

> **No store rating is on record, and you pick a delivery model and set up payroll before using it.**
>
> From our grade for ease of use

1 **Best for US payroll with an optional done-for-you service**

No price is published, and the pages are written for US employers only.

2 **It runs on Web**

Web.

3 **AsureCentral platform**

Process payroll, manage employee records, track time, administer benefits and give employees self-service access.

4 **AsureWorks managed service**

Asure specialists handle payroll, tax filings, HR compliance and benefits administration on the employer's behalf.

5 **Time and attendance**

Tracks employee hours and leave accruals.

6 **A 1.6 GPA, above 0 of 61**

That is against the other payroll services we grade, on value, the free plan, features, ease of use and platforms.

7 **Keep it**

To replace Asure you would be making payroll taxes worked out and filed with the government for you. That is not a weekend's work, with an AI app builder or without one.

### Asure at a glance

| | |
|---|---|
| PRICING<br>Paid | FREE PLAN<br>No |
| FREE TRIAL<br>None stated | RUNS ON<br>Web |
| MADE BY<br>Asure Software | CATEGORY<br>Payroll |
| OUR GRADE<br>1.6 GPA, weak | |

## The report card

### Best for US payroll with an optional done-for-you service

Asure sells US payroll, tax, HR and benefits tools, which you can run yourself in AsureCentral or hand to its specialists through AsureWorks. No price is published, and the pages are written for US employers only.

TOOLGPA REPORT CARD **Asure** Graded Nov 13, 2026

| SUBJECT | GRADE | COMMENT |
|---|---|---|
| **Value for money** | C | No price is published; the site offers Get Pricing and Talk to an Expert, so it sits at C. |
| **Free plan and trial** | F | Nothing is free: no free plan and no trial are listed, so the way in is paying. |
| **Features** | C | Payroll, time and attendance, recruiting, benefits and an AI assistant. The self-run platform and the managed service are separate ways to buy it, and the pages describe US employers only. |
| **Ease of use** | C | No store rating is on record, and you pick a delivery model and set up payroll before using it. |
| **Platforms and integrations** | C | Web only on the listing, with no apps and no integrations named. |

**Grade point average** Weak, out of 4.0 **1.6**

An A is worth 4 points, a B 3, a C 2, a D 1 and an F nothing. The GPA is the average of the five.

### Who Asure is for

- ✓ Fits if you are a US employer who wants payroll, time tracking and benefits from one vendor
- ✓ Works for businesses that might later hand payroll to a managed service

### Who it is not for

- ✗ Not for you if you want a price up front, because none is published
- ✗ Skip it if you employ outside the US, since the pages describe a US employer focus
- ✗ Watch out: AsureCentral and AsureWorks are separate delivery models, so check which one a quote covers
- ✗ Not for you if you want a free plan or trial, as none is listed

## Good to know

### Good for

- ✓ Employers that want to choose between self-service and outsourced payroll
- ✓ Companies that want payroll, HR and benefits from one vendor

### Worth knowing

- ⓘ No prices are published; the site offers Get Pricing and Talk to an Expert.
- ⓘ Managed AsureWorks service and self-run AsureCentral are separate delivery models.
- ⓘ The vendor's pages describe a US employer focus.

# What it costs

Every plan, the free plan, ways to pay less and how prices have moved

Asure's current pricing could not be confirmed from its own site.

> **No price is published; the site offers Get Pricing and Talk to an Expert, so it sits at C.**
>
> From our grade for value for money

We could not confirm Asure's current prices from its own site, so this guide lists no plans. asuresoftware.com has them.

# What it does

Its main features, where it runs, what it works with and who makes it

1

Place it runs: Web

Payroll, HR and benefits software with managed service option. Here is what it does, as its own site describes it, and what it covers: AI features, payroll, time clock, applicant tracking, employee records, time off.

"

**Payroll, time and attendance, recruiting, benefits and an AI assistant.**

From our grade for features

### AsureCentral platform

Process payroll, manage employee records, track time, administer benefits and give employees self-service access.

### AsureWorks managed service

Asure specialists handle payroll, tax filings, HR compliance and benefits administration on the employer's behalf.

### Time and attendance

Tracks employee hours and leave accruals.

### Recruiting and benefits

Recruiting, benefits administration, health insurance and 401(k) plans are listed alongside payroll.

### Luna AI assistant

An embedded assistant answers employee questions and helps managers act.

### Where it runs

Web

### What it works with

Its own pages name no integrations.

Asure is made by Asure Software.

PART 04 · STANDING

# Where it stands

Its grades against its category, and whether to keep it or make your own

**0**/61

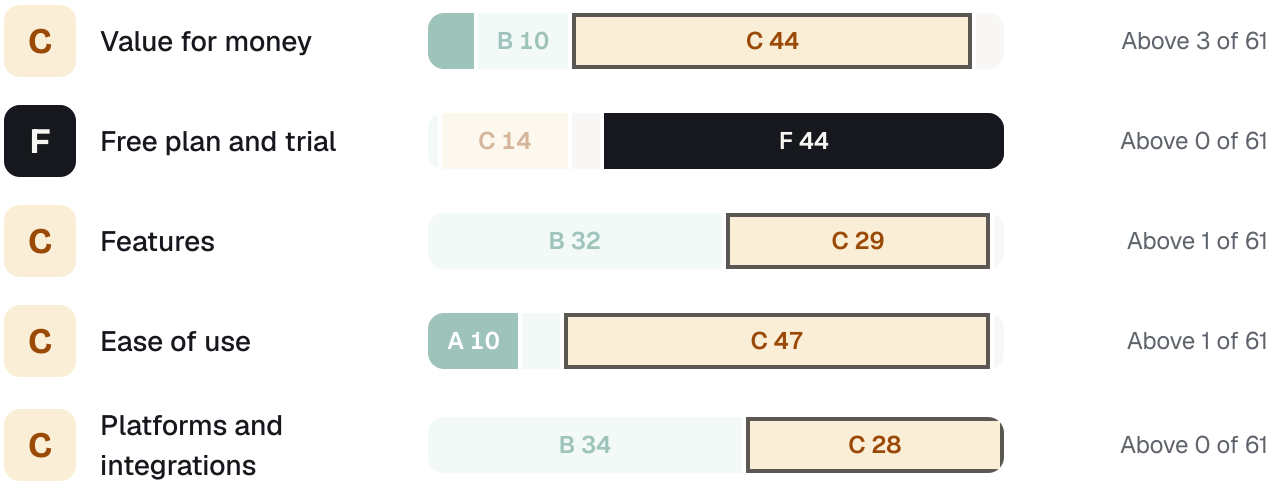
Other payroll services it is graded above

Asure's GPA of 1.6 is higher than 0 of the 61 other payroll services we grade, and level with 9.

It stands best on value for money (C, above 3 of 61) and worst on free plan and trial (F, above 0).

## Each grade against the category

Every bar is all 62 payroll services we grade, cut by the letter each got. Asure's own letter is outlined.




## Keep it, or make your own?

Whether this is something you could build for yourself with an AI app builder, and what you would give up.

## Keep it

To replace Asure you would be making payroll taxes worked out and filed with the government for you. That is not a weekend's work, with an AI app builder or without one.

That makes this kind of software worth paying for, not this one in particular: 52 of the 61 other payroll services grade higher.

### What you could make

- Employee records, time off and applicant tracking: an app builder makes these well.

### What you could not

- Payroll taxes worked out and filed with the government for you.
- Clocking in from a phone, checked against where and when.
- AI features, unless you pay a model provider for each request yourself.

**What this rests on.** Asure's listing: what it does, where it runs, what it plugs into and what it costs. It is a judgement about the kind of software this is. We have not built a replacement for it, and making your own means looking after it too. How we decide, and every tool's verdict.

# The alternatives

The tools it is most often weighed against, side by side



Paycor, Paylocity, Paychex Flex, RUN Powered by ADP and Paycom

The 5 tools Asure is most often weighed against, with where each one differs from it.

2.2 GPA

## Paycor

From $99/mo

US payroll and HR software, with published prices under 50 staff.

- Only Paycor lists iOS and Android apps.
- Asure also covers time clock, applicant tracking, employee records and time off.
- Paycor also covers reports and expense tracking.

Asure and Paycor compared in full

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2.4 GPA

## Paylocity

Paid

Payroll, HR, finance and IT platform for US employers, by quote.

- Only Paylocity lists iOS and Android apps.
- Asure also covers time clock, applicant tracking, employee records and time off.
- Paylocity also covers time tracking, reports and expense tracking.

Asure and Paylocity compared in full



2.4 GPA

## Paychex Flex

Paid

Paychex's payroll, tax filing and HR platform, priced by quote.

- Only Paychex Flex lists iOS and Android apps.
- Asure also covers time clock, applicant tracking, employee records and time off.
- Paychex Flex also covers reports.

Asure and Paychex Flex compared in full



2.4 GPA

## RUN Powered by ADP

Paid

ADP's payroll and HR service for US businesses of 1 to 49 people.

- Only RUN Powered by ADP lists iOS and Android apps.
- Asure also covers time clock, applicant tracking, employee records and time off.
- RUN Powered by ADP also covers time tracking.

Asure and RUN Powered by ADP compared in full



2.0 GPA

## Paycom

Paid

Payroll and HR software on a single database, sold by quote.

- Only Paycom lists iOS and Android apps.
- Paycom also covers expense tracking.

Asure and Paycom compared in full

PART 06 · QUESTIONS

# Quick answers

The questions people ask about it, each answered in a line or two

9

Questions, each answered in a line or two

The short version of everything above, for when you only need the answer. Each one is told in full in its part of the guide.

### Is Asure free?

No. Asure is a paid product.

### What platforms does Asure work on?

Asure is available on Web.

### Does Asure have an Android app?

No Android app was listed when its pages were read on Nov 13, 2026. Asure is listed for Web.

### Does Asure have an iPhone app?

No iPhone app was listed when its pages were read on Nov 13, 2026. Asure is listed for Web.

### Is Asure open source?

Asure is not described as open source on its own site, as read on Nov 13, 2026.

### Who makes Asure?

Asure is made by Asure Software.

### What are the alternatives to Asure?

The closest alternatives to Asure in our directory are Paycor, Paylocity, Paychex Flex, RUN Powered by ADP and Paycom.

### How does Asure compare with other payroll services?

Asure's GPA of 1.6 is higher than 0 of the 61 other payroll services we grade, and level with 9.

### Could I make my own version of Asure?

To replace Asure you would be making payroll taxes worked out and filed with the government for you.

## Where this guide comes from

The prices, plans, platforms and features were read from Asure's own pages on Nov 13, 2026, and the grades were given on Nov 13, 2026. Graded from this listing, whose facts were read from Asure's own pages on 13 November 2026. Not based on using the product, and shorter than our full reviews.

Every tool we list gets five grades, A to F, each with its reason, and a GPA that averages them. How each is decided is at toolgpa.com/grades. This guide is ToolGPA's own work; it is not made, paid for or approved by Asure Software. Prices change, so check asuresoftware.com before you buy.

asuresoftware.com

asuresoftware.com/solutions-hub/payroll-and-hr/

# About ToolGPA

Who made this guide, what else is on the site, and how to cite it

**7,721**

Tools graded, in 95 categories

ToolGPA grades software the way a school report grades a pupil: five subjects, a letter for each with the reason written beside it, and a GPA that averages them. Prices, plans and platforms are read from each maker's own pages and dated, so you always know how fresh a figure is.

Every grade, review and ranking on ToolGPA is our own judgement. No company can pay for a grade or change one. Every tool on the site has a guide like this one, free to download and pass on. It all lives at **toolgpa.com**.

| 7,721 | 95 | 739 | 579 |
|---|---|---|---|
| tools graded | categories | price changes on record | apps priced in 12 countries |

## What else is on toolgpa.com

### Asure, kept up to date

Everything in this guide, with prices and grades as they are today

toolgpa.com/tools/asure

### How grades are given

The rules behind every letter and every GPA

toolgpa.com/grades

### Value charts

What each tool costs against what it scores, for every category

toolgpa.com/charts

### Compare

Any two tools side by side, plan by plan

toolgpa.com/compare

### Price changes

Every price rise and cut on record, each with its source

toolgpa.com/price-changes

### Prices by country

What apps cost on the App Store in 12 countries

toolgpa.com/prices-by-country

### Pay less

Every public discount: yearly billing, students, nonprofits

toolgpa.com/save

### Keep or make

Which tools are worth paying for, and which you could build yourself

toolgpa.com/keep-or-make

**Scan for the live page**

Prices and grades as they are today

### Quoting this guide?

Please name ToolGPA and link to the live page, so readers can check the figures for themselves:

```
ToolGPA, "Asure: The Insider's Guide", checked
Nov 13, 2026. https://toolgpa.com/tools/asure
```

### Know someone choosing between payroll services?

Send them this guide: toolgpa.com/tools/asure/guide

ToolGPA elsewhere: youtube.com/@toolgpa

# See our other guides

The best-graded payroll services after Asure, each with an Insider's Guide of its own.

### Payroll Insider's Guide

Every one of the 62 payroll services we grade, compared

### Roll by ADP Insider's Guide

Chat-based payroll app for very small US businesses

2.8 GPA

### SimplePay Insider's Guide

South African online payroll with leave and self-service

2.8 GPA

### BrightPay Insider's Guide

UK cloud payroll with HMRC submissions and auto-enrolment

2.6 GPA

ToolGPA

## Choosing software? Every tool graded, every price dated.

Compare tools at toolgpa.com ›

Everything in this guide is ToolGPA's own summary of what Asure's pages, its app-store listings and public reviews said on the dates shown. Grades are our judgement under the rules at toolgpa.com/grades. Every grade, review and ranking on ToolGPA is our own judgement. No company can pay for a grade or change one. Asure is a trademark of its owner, and this guide is not made, paid for or approved by Asure Software. Prices and plans change: check asuresoftware.com before you buy.