



NEWS RELEASE

# James Marsden Stars in Paycom's New Commercial Highlighting the Power of AI in HR Tech

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The Know It All campaign spotlights Paycom's new command-driven AI engine, IWant, empowering leaders to connect, communicate and act faster

OKLAHOMA CITY--(BUSINESS WIRE)-- **Paycom Software, Inc. (NYSE: PAYC)** ("Paycom"), a leading provider of comprehensive, cloud-based human capital management software, recently launched a new national campaign called Know It All, starring award-winning actor James Marsden. The commercial highlights Paycom's **IWant™**, a first-of-its-kind, command-driven AI engine designed to deliver accurate information exactly when executives, managers, employees and HR teams need it.

In "Know It All," James Marsden portrays a charismatic CEO who effortlessly navigates his company's day using IWant to instantly get answers about his people, empowering him to connect with his employees and address challenges in real time. The lighthearted, cinematic spot highlights how Paycom's AI technology enhances leadership and productivity while keeping the focus on human connection.

This latest initiative follows Paycom's successful Unnecessary Action Hero commercial campaign featuring Shemar Moore, which leverages "unnecessary" action elements to highlight inefficient HR and payroll processes. The new campaign reinforces Paycom's commitment to creative storytelling and innovation in HR tech.

The "Know It All" commercial is airing across top national cable networks and will also appear on major streaming platforms such as YouTube TV, Roku, Peacock, HBO Max, Disney+ and more.

The 60-second version of the commercial can be viewed [here](#). To learn more or watch a demo of IWant, visit

<https://www.paycom.com/software/iwant>.

## About Paycom

**Paycom Software, Inc. (NYSE: PAYC)** simplifies business and employees' lives through automated, command-driven **HR and payroll technology** that revolutionizes data access. From hire to retire, Paycom's employee-first technology leverages AI and full-solution automation to streamline processes and drive efficiencies in a truly single database, providing a seamless experience for Paycom's clients and their employees. With its industry-first AI engine, IWant, Paycom provides instant and accurate access to employee data without having to navigate or learn the software. For over 25 years, Paycom has been recognized for its innovative technology and workplace culture while serving businesses of all sizes in the U.S. and internationally.

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