

ADP's Integrated HR/Benefits Solution Improves Efficiency for Parksite, Inc. in an "Up" or "Down" Economy

Company Background

Parksite, Inc. is one of the leading building product distributors in the United States. Parksite markets branded and specialty materials to homebuilders, architects, commercial project and government project managers, as well as big box retailers, lumberyards, and other retail businesses. The company's sales force, which works largely from their homes, serves territories in all states east of the Mississippi River, plus Colorado. Headquartered in Batavia, Illinois, Parksite has approximately 400 employees.

The Challenge – Manage Unprecedented Growth

Flexible, Scalable Solutions Are Designed to Handle Headcount Peaks and Ebbs

"Over a two-year period we had grown revenue about 34% per year and increased our employee headcount by 40%," recalls Parksite Director of Human Resources, Dick Hill. "However, payroll and payroll tax issues increased as our sales territories grew. Our benefits administration had separate databases for each benefits program. Many of our new workers worked from their homes and that posed problems with communicating new company policies and procedures. Additionally, silos emerged as functions turned inward to help maximize their efficiency."

The Challenge – Accommodate the Infusion of 200 Hourly Employees

Integrated Multiple Processes Are Key to Smooth Selection and Onboarding

"As a cost-savings measure, we decided to bring in-house our warehouse and delivery logistics function, which we had been outsourcing," says Hill. "That meant ramping up quickly to hire 200 hourly employees for ten separate warehouse locations. We're talking interviews, screening and selection, hiring, and enrollment in benefits programs."

The Challenge – Build Productivity in an Economic Downturn

Automated Solutions Measurably Improve Business Efficiency

"When lending and credit contracted and there was a downturn in the housing market, we had to cut costs, conduct a reduction in force, and bring staffing to a level that really put a big emphasis on productivity," Hill adds. "We needed business processes that were automated, integrated and lean, enabling fewer staff to do more."

The Solution – ADP's Solutions for Employers

"We saw what we had to get done and we turned to ADP," says Hill. "We brought in ADP for a sound, accurate, and consistent payroll solution, and to interface payroll with our company's accounting system through ADP's GL Interface. ADP also handles our payroll tax filing with its very complex state 'worked-in' and state 'lived-in' configurations. Our tax filing situation is a little more difficult than most others because we have a widely dispersed sales force."

Rounding out the comprehensive suite of ADP solutions that Parksite relies on are candidate screening and selection services, electronic time and attendance solution, and HR/Benefits Solution (HR/B) – ADP's hosted, Web-based service that enables Parksite to manage its HR and benefits information through a centralized database.

In addition, Parksite implemented HR/B and its Recruiting module, which took over the function of another online service. "The Recruiting module provides a single point of entry for all potential employees," notes Hill. "It delivers candidate information to our managers in remote locations, tracks the interview and hiring process, and provides information that becomes the foundation for hiring,



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The Parksite Group

Batavia, Illinois



About ADP

ADP is one of the world's largest providers of business outsourcing solutions. Leveraging nearly 60 years of experience, ADP offers a wide range of HR, payroll, tax, and benefits administration solutions from a single source. ADP's easy-to-use, cost-effective solutions for employers provide superior value to companies of all sizes and types. And you can count on ADP for unparalleled compliance support and the most qualified and accessible client service in our industry.

ADP's Major Accounts Division was created to address the unique business needs of mid-sized companies. We offer accurate, convenient, and reliable solutions that can help you to:

- Control Benefits Costs
- Improve Employee Retention
- Reduce Labor Costs
- Increase Tax and Regulatory Compliance

ADP. The business behind business.

enrollment, and the HRIS database for the entire company. HR/B provides us with an enrollment platform to bring employees into the company, enroll them in our benefits programs, and transmit policies and procedures to everyone with great ease and efficiency online," he adds.

ADP's solutions deliver the flexibility and scalability that Parksite wants and expects:

Streamline and automate workflow processes:

ADP offers industry-leading payroll management solutions that can help you gain greater control over this major cost center. Many companies find that they are able to increase efficiency and reduce labor and non-labor costs associated with ongoing payroll processing and system maintenance by as much as 46% with ADP's help.*

Create a central, shared repository of benefits structure and eligibility to accurately apply eligibility rules against data that is maintained in the HR database: ADP automates benefits plan administration, incorporating eligibility rules and calculation formulas for cost and coverage. This helps to ensure only eligible employees and dependents are covered – and identifies any ineligible employees or dependents so they can be removed from costly benefits.

Automate background checking/screening/qualifying/job-fit assessments:

ADP's Screening & Selection Services helps clients to more effectively screen and compare applicants, as well as perform more efficient background checks.

Reduce avoidable overtime: An ADP Web-based time and attendance solution helps to provide you with greater control over your labor costs.

Eliminate the need for duplicate data entry into payroll, HR, and other external systems:

ADP's integration between benefits enrollment and payroll deduction helps to eliminate duplicate data entry. It also reduces the hassle and costs of manually reporting data to your insurance carriers when it can be done more efficiently through Carrier Connection® options within ADP's systems.

Reduce administrative time spent on helping to ensure fair and consistent application of pay policies and work rules: ADP's time and labor management solutions are customized to fit your pay policies and work rules exactly. That way your people can focus on your organization's core activities.

Help assure the accuracy and timeliness of tax payments to federal, state, and local agencies:

For nearly 60 years, ADP has been helping companies mitigate their compliance risks. More than 500,000 companies currently use ADP's tax and compliance services to help assure their operations are in accordance with regulatory and tax codes, while decreasing the administrative burden on staff.

Real Success

Scalable Solutions that Manage Increases or Decreases in Headcount

"ADP's HR/B was put to the test when we took our warehouse and driver function in-house," recalls Hill. "In a very short period of time we had to interview, select, hire, and enroll 200 workers from an applicant pool of over 2,300. This was a huge challenge, but HR/B helped us to meet our deadlines and management's expectations. I think ADP's products and services have worked for us when we were adding to headcount and when we had to reduce our workforce. We didn't have to reinvent them because our conditions had changed."

Return on Investment

"In so many ways, ADP helped to greatly increase efficiency in all our HR functions – recruiting, enrollment, payroll, benefits administration, performance management, and training," says Hill. "With ADP's solutions, our HR department deals with very little paper – primarily the documents you are required to keep on file. Our company has been through a lot over the past few years and ADP has been with us every step of the way with solutions we could always rely on."

*ADP Price Waterhouse Study, 2004



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