

ADP Solutions Enable ezStorage to Focus on Adding Locations and Growing the Business



Company Background

Columbia, Maryland-based ezStorage is one of the largest self-storage site operators in the United States. With 34 locations throughout Maryland, Virginia and Washington, D.C., ezStorage provides consumers and businesses with a convenient and cost-effective place to secure their items. The firm began with 700 rental units in 1987, and now offers more than 40,000 and has 200 employees.

The Challenge – Reduce Employer-Related Expenses

Manual Systems Were Diluting Productivity

Managing labor expenses and labor planning at a single-site facility can be difficult. With steady expansion into a multi-state facility provider, those tasks presented ezStorage with a special set of challenges. “Our business model allows us to be the best in the markets we serve. Location to location, region to region, state to state, we consistently give our clients that best value,” says ezStorage Controller, Kevin Radcliffe. What ezStorage needed was a company-wide solution to manage, track and plan one of its largest expenses – labor, taking into account that the company is on a consistent growth path.

The Challenge – Improve Organizational Communications

Growth Challenged the Ability to Deliver Clear and Timely Messaging

Adding new employees and business locations was also challenging ezStorage’s ability to provide clear and consistent communications that would help the company stay connected with its employees and assist them in running each and every storage site. “Our competitive advantage depends on delivering world-class service at world-

class facilities,” says Radcliffe.

The company knew that the value it delivered could be in jeopardy if employees didn’t have ready access to company information, news and policies. A manual, paper-based system typically can’t keep pace with rapid corporate growth. To gain the full advantage of its expanding competitive position, ezStorage needed a system with real-time capabilities.

The Solution – Automated Payroll, HR and Benefit Administration

After reviewing all choices, ezStorage selected ADP for automated payroll, human resource and benefit administration. “We wanted to partner with a company that allowed us to communicate with our employees in ways that would maximize the value of every interaction,” notes Radcliffe. “Whether through a pay statement or benefits statement, ADP enables us to effectively stay connected with our employees.”

Clearly, ADP’s solutions provided ezStorage with the tools to improve key administrative areas:

Improve employee satisfaction:

ADP solutions help to assure fair and consistent application of company policies and better management of overtime. Employers can offer a broader choice of payment mechanisms, such as direct deposit and traditional paper checks, as well as the TotalPay® Card (electronic payroll card). In addition, ADP enables employers to provide and expand flexible benefit offerings, such as Flexible Service Accounts, Commuter Benefit Plans and Retirement Plans.

The ROI has already exceeded the annual cost, we have already saved \$7,500 annually. In fact, the ADP system paid for itself in 14 months.”

Kevin Radcliffe, Controller
ezStorage
Columbia, Maryland



About ADP

ADP has more than 50 years of experience providing employers with business solutions such as Payroll, HR and Benefits Administration. ADP solutions focus on making businesses more productive by reducing costs, increasing productivity and, most importantly, standing ready to grow with your business. With the widest range of powerful, cost-effective solutions, only ADP can offer your business the flexibility it demands to grow and prosper — whether you have one employee or hundreds of thousands. And you can count on ADP for unparalleled compliance support and the most qualified and accessible customer 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**
- **Tax and Regulatory Compliance**

ADP. The business behind business.

Improve organizational communications:

Employers count on ADP solutions to help clearly communicate corporate information, news and policies through the Web, as well as communicate the value of company-paid benefit programs. Managers have the flexibility to securely access employee data through online self service, and employees can initiate changes, including vacation requests, life event changes and participate in open enrollment through employee self service.

Reduce direct labor expense:

ADP assists clients to reduce their direct labor expense by as much as 15% per year through automation, centralized access to data and easy access to real-time reporting that provides proactive budget monitoring and employee scheduling. With ADP's management tools, employers can more efficiently schedule workers, as well as reduce avoidable overtime and inaccurate paid time off payments and overpayments.

Real Success Increased Efficiency in a Decentralized Work Environment

ADP's solutions enable employers to integrate data, perform important tasks and increase efficiency. "ADP's automated time and labor management system, which integrates with ADP payroll and our ERP system, empowers our district managers to manage and control labor costs at multiple facilities," says Radcliffe. He also notes that organizational communications have reached a whole new level. "Now we can send one unified message to our

employees. For example, we can now post policies and procedures on the ADP Web portal, be certain that a message is accurate and can generate a report that tells us who read it," Radcliffe adds.

Return on Investment

Return on investment is meeting expectations. "In less than a year, we have experienced a pay back factor with ADP that for a small company is very large. We improved control over our labor costs and our organizational communications. We also saved money," explains Radcliffe. "By using ADP, we're saving \$7,500 annually. In fact, the ADP system paid for itself in 14 months...It was the least painful implementation I have ever gone through"

Just as important, by effectively controlling benefits and labor costs, the company's executives have been able to confidently reallocate their time and focus away from administrative tasks and toward continuing to build world-class storage facilities. "As our company continues to grow by adding decentralized sites, the challenge of staying connected with our employees is only going to become more complex," concludes Radcliffe. "We believe technology gives us a competitive advantage. The solutions we get from ADP allow us to expand our company footprint by leveraging state-of-the-art technology to manage our sites and our employees, monitoring labor scheduling and utilization and all the while continuing to be viewed as an Employer of Choice."



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