



A more human resource.™



Beeline

Evolving HR with ADP® Comprehensive Services

Beeline is a software company based in Centennial, Colorado that offers end-to-end procurement of contingent labor in nearly 70 countries. Over the last eight years, Beeline has gone through large-scale growth with an immense impact on the organization’s culture and HR structure. We spoke with **Traci Kellner**, executive vice president of human capital, **Lisa Harling**, payroll manager, and **Becky Franzen**, benefits and human resource information system (HRIS) manager at Beeline, to learn more about their partnership with ADP® and how they worked together to strategically overcome their challenges. Read more below.



Traci Kellner



Lisa Harling



Becky Franzen



Business Challenges

Q: What are some of the business challenges facing Beeline?

Kellner: In the last eight years, we’ve had two acquisitions and one divestiture. We grew from 170 employees to over 450 employees so it was a massive scale change for the organization. It’s imperative for any industry, but especially for ours, that when you have systems supporting the infrastructure of your growing business, you’re capturing, reporting and managing the evolving compliance and risks.

Franzen: Back in December [2016], we acquired Beeline. Our challenge in the benefits department was having only three months to onboard Beeline employees onto our benefits platform. You can’t enroll [employees] into benefits until they’re actually employed in the system. There were tons of moving parts and processes that needed to be completed before open enrollment started.

Q: What other challenges have you faced with the recent acquisition?

Kellner: It’s very important to me that HR is visibly present in the business, engaged and working with leadership to drive sustainable, organizational change. And when you’re buried behind administrative functions, processes, manual tie-offs of benefit invoicing, and things like that, you’re not able to scale the way that you need to.

Harling: [With the recent acquisition] we now have three active company codes and we’re working through Health Savings Account (HSA), 401k and Roth transitions. It’s been a manual, time-consuming process. We’re working to get everything smoothed out and working properly, like our initial company code is.



Business Solutions

Q: How did you know ADP Comprehensive Services was the right partner?

Kellner: Prior to joining Beeline, I was an ADP customer at a fairly large company, and so I was very familiar with ADP. What was new to me was working with a mid-market company. The ability to engage ADP in a discussion around what their service offering could look like at a mid-market company was really compelling. What surprised me the most about their unique offering was ADP's ability to scale, not only with the HR technology itself, but also with more relevant feature functionality around portal technology that appeals to a millennial workforce.

Q: What else?

Kellner: As part of our natural evolution as a business, we have hit some pivot points. Two years ago I decided that I wanted to really dig deep and ensure that I was getting the value out of what we had been spending with ADP. There are a lot of tech-emerging companies in the HRIS and HR management systems space. I wanted to ensure that we were getting a competitive offering and that our pricing was realistic and scalable. Knowing that we had the merger on the horizon, I formally went out to market and did an RFP. We did an independent review of costs, services and feature functionality. At the end of the day, ADP still had a compelling story for us.

Q: Why did you choose ADP (again)?

Kellner: Because we had an incredible partnership with ADP. I sat down with our dedicated relationship manager and she told me about how we can customize the services we were using, what we weren't using and how we could optimize our experience with ADP. We chose ADP, not because it was convenient but, because they truly won our

business through the offerings they provide. The impact of the RFP with ADP resulted in \$150,000 dollars of annual savings, based on our projections, so it was a huge win for us.

Q: Where else has the partnership with ADP Comprehensive Services helped you save money?

Franzen: We're able to be compliant with the Affordable Care Act (ACA) regulations by using the ADP Comprehensive Services' ACA reporting module to avoid costly penalties. If we weren't compliant, it would cost us \$2,400 – 3,400 dollars per head count. We avoided \$1.5 million dollars in penalties in our benefits program. Also, we save over \$100,000 dollars a year with ADP's benefits service team. Without having ADP Comprehensive Services and utilizing their call center and dedicated service, I would have to hire two [additional] individuals to administer benefits alongside me.

Q: How has the ADP partnership helped you save time?

Franzen: Last summer, we took on a big project – partner with ADP to convert all our employee paper files into electronic versions. ADP DocumentCloud, an electronic employee record platform, is a game changer because it allows us to find documents in real time instead of having to dig through paper files. We find documents more quickly and easily now and it saves time because they are all in one place.

Harling: With ADP Comprehensive Services, we're working to automate our HSA and 401k/Roth contributions. If we didn't have ADP, we would have to do everything manually. With ADP, it's an automatic solution, behind the scenes, and everything is correct – no errors or mistakes. It saves me hours of my day and allows me to move on to other things on my to-do list.

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Q: How has ADP helped with performance management?

Harling: ADP offered the features and functionality for us to deploy performance management at an individual goal-setting level. It helps [employees] see that, at an individual level, they can help support revenue growth or client retention or their own employee experience. All of those things become the framework of a successful organization. ADP offered a platform, to deploy globally across a diverse workforce, where you can capture goals tied to initiatives and be able to report on them in a performance review. We have more of a framework to tell people how they are doing, how they impact the business, and the value they're creating for the enterprise. So this system afforded us an opportunity, not only to provide visibility, but also impact on our bottom line that drives our overall organization performance.

Q: What about your relationship manager?

Kellner: Working with Lynne is super refreshing. It's really important for me that I'm doing what's best for the business. Having someone credible, who can share insights and best practices – someone who is leading the process and helping me optimize our services – is the best possible outcome.

Q: What's had the greatest impact for you?

Kellner: ADP partnered with us during the acquisitions to ensure we had the appropriate support. One of the benefits of partnering with them is having a trusted partner you can call, that has your back when you're focused on ten thousand crazy details. In the process of deploying ADP's Comprehensive Services, I was able to scale from one employee in HR to eight, and along the way, choose what kind of services we're able to leverage with ADP. This helped us stay front and center with our organization. ADP is the foundation that allowed the HR team to be efficient, but it also helped us gain relevance in the organization. Now the business leaders think of us as consultants, not just as order takers, which for me is probably the best part of our transformation story with ADP.