



# Tools for a busy entrepreneur

Zahir Palanpur loves building technologies that build businesses. So, in 2006, he founded Azul Arc, a digital product development and design company that helps launch entrepreneurial companies built around transformative technologies.

## It all happens automatically

I love building technologies that build businesses—so I created a product development design company that helps launch entrepreneurial companies built around transformative technologies. As a business owner in the early stages, you don't have to worry too much about handling things like payroll and health insurance. But as soon as I started hiring people, I needed to have a solution to address that. I had a few options in front of me, and it looked like ADP® was the best. It was certainly affordable.

What I like about ADP is that the technology platform is all tied into my payroll, so everything happens automatically. They pull the money out, they make adjustments based on the employee profile, and they send the deductions and tax documents to the right agencies. I trust that ADP is a reputable company and that it helps us with our compliance with regulations.

**Zahir Palanpur**  
Owner



<b>Name</b>	Azul Arc
<b>Industry</b>	Technology
<b>Established</b>	2006
<b>Employees</b>	55
<b>Locations</b>	2
<b>Headquarters</b>	Atlanta, GA
<b>Website</b>	Azularc.com

### Business challenge

A busy entrepreneur, launching a tech startup with no HR department, didn't have time to focus on payroll and benefits.

### How ADP helped

RUN Powered by ADP® and Automatic Data Processing Insurance Agency (ADPIA®) helps his startup operate like an established company, without eating up his time and attention.



## I don't have to worry about it

We don't have an HR professional in this office, but we always have access to one through ADP. If I ever have a difficult question, I can call the HR HelpDesk and get an answer. When we were figuring out what maternity-leave policies would work best, I ran it by the HR HelpDesk professional advisors to help us with best practices. We rely very heavily on ADP for HR best practices.

Our ADP sales representative, Nicole, is awesome, and she's brought us new options and services. She's never been pushy about it, but she's actually helped us to sign up for a couple of new things. We recently bought our health insurance for our employees through ADPIA, and now we do our workers' compensation through them, too. Because everything is so integrated, ADP has a full 360-degree view of my company and things happen automatically. If we hire new people, they are included in our workers' compensation calculations or if they leave, it is adjusted to remove them. And I don't have to worry about it.

*ADP even helped us make our most recent hire. We had already interviewed half a dozen people, but this person came through ZipRecruiter® at the last minute. She wasn't even from Atlanta, but I liked her. That's been a nice little add-on.*

## It's the best solution

I'm a big believer in automation and technology, and I think ADP does a great job of that. The interface tools are easy to use, and ADP's technology makes things easy and accessible to us. ADP has continued to provide value as our firm grew to an established organization.

Over the years, I've had many competitors come to me with alternative offers, but I've stuck with ADP, because, at least for us, it's the best solution.

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Owner



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