



# People management solutions for company-wide success

## Quick facts

 **Company:** Penske Automotive Group

 **Industry:** Automotive

 **Employees:** 10,000+

 **Headquarters:** Bloomfield Hills, Michigan

 **Product:** ADP Enterprise®



**Bud Denker**  
Executive Vice President  
Human Resources



**Yvette Rivera**  
Region Payroll  
Controller (East)



**Mike Boeing**  
VP of Human  
Resources



**Tena Jordan**  
US Payroll  
Manager



**Mike Cortese**  
Director HRID  
Human Resources



**Chuck Williams**  
Senior Vice  
President IT

Learn more about Penske Automotive Group at [penskeautomotive.com](https://penskeautomotive.com)

*Penske Automotive Group, headquartered in Bloomfield Hills, Michigan, is an international transportation services company that operates automotive and commercial truck dealerships across the United States and in Canada and Western Europe. With a focus set on raising the bar on people management, Penske partnered with ADP® to provide quality in hiring, onboarding, training and performance management, as well as help with controlling costs and digitizing the HR world for their managers and employees.*

## A partnership for success

**Mike Boeing:** The reason we went with ADP is their international status and their ability to partner with anything we do at Penske. We certainly don't take our vendor relationships lightly. ▶



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**Mike Cortese:** ADP takes tangible action on that information. We've had the opportunity to speak at Meeting of the Minds, ADP's annual conference, and had the chance to meet with product owners and demo the software, which furthers that shared goal of being successful.

## Addressing cumbersome payroll challenges

**Chuck:** Something that's core to Penske's DNA is having an entrepreneurial spirit. And that manifested itself in our dealers in many ways, including payroll. We leveraged a system that was part of our core application, our ERP, if you will, but was completely decentralized. And little things like creating employee headcount reports were a major undertaking. We had spreadsheets flying around via email, and we struggled to quickly and efficiently aggregate information and really make businesses decisions based upon that information. It became apparent that we needed a solution that would allow us to consolidate all this information easily and create more consistency across all of our dealerships. When we started to look, we found there were several players out there, but I think none of them had the scale and experience as ADP.

**Tena:** ADP has allowed us to process payroll more timely and efficiently because of their process flow. Creating a process flow along with checks and balances, allows us to prevent payroll fallout. We're able to audit payroll entries prior to getting to the point of previewing the payroll register. Once we're at that preview payroll register stage, we have another audit component that allows us to catch mistakes to identify and correct those before finalizing the payroll process. And all of this allows us to pay our folks more accurately, timely, and to make it a better experience for all of our employees.

## Creating efficiencies and time savings

**Yvette:** All the technology that we bring into the stores, with the MyADP app and our time and attendance system, has made a huge difference. One of the biggest things is the reporting we have through ADP. That real-time, on demand reporting just puts so many more tools in our managers' hands to better manage the business and better manage the employees.

**Mike Boening:** ADP helps our HR team be more receptive and gives our field organization more time to concentrate as an HR professional for our employees. ADP frees up their time from so many different procedures that would've been time consuming, like onboarding payroll. And that ROI goes on for forever.

**Mike Cortese:** Removing administrative burdens, or eliminating it entirely, from our teams has been a hallmark of this process. We want that value-added activity, that time. And that's how we're measuring success. We rely on good, quality information, which is something ADP gives us. ▶

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**Mike Boening**  
VP of Human Resources

## Using data to track goals

**Mike Boening:** ADP has assisted us in furthering the employee relation surveys that we do. We hold these very, very close to the heart. We engage with all employees once a year, and we have world-class participation of 98–99 percent every year. Through the data we receive from ADP, we can now take those figures that we've been getting for years and put them up against our turnover and sales figures. The data has also allowed us to set up service awards program that we didn't have before. Now we give those awards out and acknowledge them across the company, which is so important.

## The future with ADP

**Bud:** I'm most excited about the journey we're taking in the human resource information system arena. We've had ADP recruiting management for a couple of years. I'm very interested and excited about ADP's onboarding modules that we're now rolling out in the marketplace. Moving our information from manual paperwork to cloud-based paperwork.

Our human capital management (HCM) transformation has made us more competitive from several avenues. From a diversity standpoint, it is critically important for us. How we find people, in the field, across the country and across the world is critically important for us. We're an organization that values diversity of gender, culture and inclusion. Finding that talent, attracting that talent, keeping that talent on board our organization is always a challenge. The HCM journey is one that we look at from an everyday basis. Are we taking care of our customers? Are we taking care of our associates? Not only from paying them and paying them accurately, but also giving them the tools to operate properly in this challenging, changing world. And those pieces are very important to us as an organization.

Innovation and staying on the leading edge is crucial as we look at our HR capital and our HR information systems. And aligning with the companies that can get us there, that can take it from what I'm looking forward to where I want to be in five or 10 years is critically important for me. And ADP has been that partner for us. We are looking forward to a great future with them, for many years to come.

For more, about ADP's enterprise solutions, visit [adp.com/enterprise](https://adp.com/enterprise)

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Executive Vice President  
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