



Brother and sister entrepreneurs create bold Afrocentric colors with a purpose

In 2014, Dara Ajayi and his sister, Addie Elabor, sensed an opportunity for clothes that put a contemporary twist on Afrocentric patterns and colorful prints. In six years, D'IYANU has grown from a one-employee startup to a thriving e-commerce business with a large staff and loyal clientele.

I got the support I needed

We didn't really do payroll in the beginning. For the first year and a half, we were just writing personal checks to our one employee. But as we brought more people in, we quickly realized that we needed to automate the process and pay taxes on payroll. Our brother works for ADP®, so he introduced us to a representative.

I had never done payroll before, but it was a pretty seamless transition. I was able to learn everything about payroll and HR from ADP because their staff is so knowledgeable and helpful. Whether it was over the phone or through the web portal, the access to expertise is just incredible. Every step of the way I was able to get the support I needed.

ADP has given us a simple, streamlined system








The cool thing about starting a business and not having anything at all is that ADP has everything to offer. Once we were set up with RUN, we decided to add time & attendance, which has been incredibly helpful. We were tracking everyone's paid time off (PTO) manually, but that was becoming challenging as we grew.

Now we have a machine that our folks use to clock in and out, and they're able to put in their vacation time through a web portal, and I approve it. Everyone on our staff has their own login, so they can go into the portal and see how many vacation days and sick days they've used. One of the major things we try to push here is being transparent and getting the staff involved in HR. ADP has given us a really, really simple and streamlined system that has been hugely beneficial to us.

Dara Ajayi
President



Quick facts

-  **Company:** D'IYANU
-  **Headquarters:** Norristown, PA
-  **Industry:** Fashion/E-commerce
-  **Established:** 2014
-  **Employees:** 14
-  **Locations:** 1
-  **Website:** Diyanu.com

Business Challenge: An expanding young business needed to automate payroll, time management and HR to accommodate a growing staff.

How ADP Helped: RUN Powered by ADP® (RUN) lets small businesses integrate different tasks on one easy-to-use platform.



When it came time to getting workers' compensation insurance, we used ADP's affiliate, Automatic Data Process Insurance Agency, Inc., (ADPIA) to get it from Travelers. We even got retirement accounts from ADP. We've used the access to Zip Recruiter® to help look for staff. And HR411® gives us informational forms and documents we need to perform our daily, weekly and monthly HR tasks.

I can't imagine how much time I've saved

We're constantly trying to make things less manual and more streamlined. With ADP, payroll and our HR stuff is so automated, I don't really have to do much. They're there every step of the way.

ADP has saved us a lot of money because it's saved us a lot of time. I used to calculate the hours for everyone with a calculator. I can't imagine how much time I've saved by not having to do that anymore.

If you want to create more time to focus on the purpose of your business, I would definitely suggest that you give ADP a try. It cuts down the time you spend on other stuff, and they have professionals with a tremendous depth of knowledge. I've never had a question that I couldn't get answered from ADP. Other payroll providers have reached out over the years, but no one has been able to take us away from ADP. And I don't really see that happening.

#workingfor

Our goal is to provide a product that gives people joy and a greater sense of self. In a world filled with the same, bland choices, we try to provide a splash of color that is reminiscent of tribal African heritage. We try to be a force for good out in the world.

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