



Evolving HR with ADP® Comprehensive Services during Dynamic Business Growth

The Challenge

Beeline is a software company which offers end-to-end procurement of contingent labor in nearly 70 countries. Beeline uses its expertise to help its customers make better decisions, save money and reduce risks when hiring both full-time and temporary workers. Through a divestiture and two acquisitions over the past eight years, Beeline has grown from 170 employees to over 450 employees globally – a large-scale change with immense impact on the organization’s culture and HR structure.

With its second acquisition in December 2016, Beeline’s HR staff worked to onboard acquired employees, with only three months to manage the moving parts and processes of preparing for open enrollment and providing benefits options.

Accompanying these challenges was the strategic alignment of the HR department. Traci Kellner, executive vice president of Human Capital at Beeline, works hard to ensure that HR is visibly present, engaged and working with leadership to drive sustainable, organizational change. However, when the team is buried behind administrative tasks, processes, manual adjustments and more – it’s not possible to scale the way the department needs to.

To maintain the innovative spirit at the heart of its business, the HR team at Beeline knew they needed a partner to help provide support and expertise and to automate their processes and strategically plan for the challenges ahead for their growing company. They chose ADP Comprehensive Services to help them meet these challenges.



Traci Kellner

Executive Vice President
of Human Capital

Name	Beeline
Industry	Software
Headquarters	Centennial, Colorado
Employees	450
Website	beeline.com

Business challenge

Recent acquisitions and divestiture leading to business growth and large-scale HR organizational change, time-consuming and manual processes for benefits administration, complex and changing Affordable Care Act (ACA) regulations and compliance.

Product

ADP Comprehensive Services



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“We chose ADP as a vendor and a partner, not because it was convenient, but because they truly won our business through the offerings they provide. What surprised me the most about their unique Comprehensive Services offering was ADP’s ability to scale, not only with the HR technology itself, but with more relevant features and functionality around portal technology that appeals to a millennial workforce. It’s really important when I’m deploying technology tools within the enterprise that there’s an amazing user experience. The match with ADP has been phenomenal. With ADP, we’ve streamlined our HR operation and achieved massive cost savings.”

Traci Kellner

Executive Vice President of Human Capital



The Result

Kellner’s team is the drive behind Beeline’s culture of learning, recognition and high employee engagement, which propels business productivity. ADP partnered with the team as it scaled to meet the growing demands of the business. ADP refined the services offered to continue to meet Beeline’s evolving needs, including providing benefits and performance management support and an integrated technology platform. When Kellner decided to do a formal RFP several years ago to ensure they had a competitive Human Capital Management offering with a partner that could scale with them as they grew, Kellner confirmed they were receiving the best value and pricing from ADP. They also projected annual savings of \$150,000 dollars based on other offerings in the market.

In addition:

- With ADP’s partnership and technology, Beeline automated their benefits transactions, particularly for 401k/Roth and Health Savings Account (HSA) contributions to ensure accuracy and save the team time.
- With ADP Comprehensive Services’ dedicated benefits support, Beeline avoided the need to hire two additional staff positions to handle benefits administration; a savings of \$100,000 a year.
- Beeline uses ADP’s Affordable Care Act (ACA) reporting service to ensure compliance with their benefits program. With this service, they avoided up to \$1.5 million dollars in penalties based on employee headcount.
- In the summer of 2016, ADP Comprehensive Services assisted the Beeline team in converting all of their paper employee records to electronic files with the help of ADP Document Cloud. The HR team is now able to search these records quickly, easily and without errors, giving the team significant daily time-savings to focus on their employees and company culture.



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