



A more human resource.™

MoreDirect, Inc.



MoreDirect Transforms its HR Function with the Help of ADP Workforce Now®

MoreDirect, Inc. began in the early 1990s as a business-to-business hardware reseller. Today, the Florida-based company provides a broad range of IT hardware, software, and services to private-sector companies with 2,000 or more employees throughout the United States.

As the company grew, so did its need to support a larger – and geographically diverse – workforce. The current footprint of MoreDirect’s employee base covers 30 states, and the vast majority of its 350 employees work out of their homes.

A key aspect of the organization’s engagement with its employees includes using leading technology not only to improve administrative efficiency, but also to deliver a consistently satisfying HR experience. Prior to Grisell Martinez, Senior Human Resources and Payroll Manager, joining MoreDirect in 2004, the company used QuickBooks to do payroll and HR was the traditional paper mill of forms governed by manual processes and procedures.

“We used to be a very transactional, paperwork-driven department,” she recalls. “With ADP Workforce Now, we are less transactional, more of a value-added department.”

Solutions

MoreDirect initially replaced some of its manual systems with individual ADP® products before switching to ADP Workforce Now® and its single-sign-on integrated platform solution for HR, payroll, performance and compensation management, recruiting management, and analytics.



Create a “More Human” HR Department to Serve Remote Employees

“Direct deposit updates, W-4 updates, timekeeping records – all of that used to be done by paper. A lot of non-value-added activities were happening in HR,” says Martinez. “I wanted to empower the employees to get access to the information themselves and be able to handle certain transactions ... that

Quick Facts

Company: MoreDirect, Inc.

Headquarters: Boca Raton, Florida

Industry: Leading IT provider offering private-sector businesses integrated solutions to streamline the acquisition of IT hardware, software, and services

Number of Employees: 350 employees in 30 states

ADP Product: ADP Workforce Now®, HR, Payroll, Recruiting Management, Performance and Compensation Management

Learn more about MoreDirect at www.moredirect.com

Business Challenges

- Serve the HCM needs of a geographically remote workforce.
- Replace manual processes with a scalable and flexible online HCM solution.
- Transform HR from a transactional department to a strategic company function.

was my main driver.” Complicating that vision was the reality of an employee base that was spread over most of the 50 U.S. states.

ADP Workforce Now provided the technology that helped Martinez to change the workflow for her HR department and the employees it served all around the country. MoreDirect employees now use an online portal to access much of the information they need, lowering the amount of email and phone traffic to HR for simple, transaction-based tasks like getting a pay stub. “We are now focused on talking to people about things that cannot be done by a computer. I really feel that employees here feel they are being taken care of,” she notes.



Invest in a Single-Source HCM Solution

“We have been adding net head count to the company anywhere from 30 to 50 employees, year after year,” says Martinez. “You cannot sustain that unless you have a really strong system in place.” ADP Workforce Now provides the platform to simplify and perform multiple essential tasks.

“The first thing we did was to automate the performance review process,” explains Martinez. “The fact that we have employees scattered throughout the country made it necessary for us to have an online process.” Spreadsheets and emails have been replaced by a universal online workflow.

“Another area we changed was the compensation process,” she adds. For example, ADP Workforce Now helped MoreDirect shift its compensation regimen from a system driven by individual employee anniversary dates to parent-company-required annual compensation evaluations performed once a year.



Focus on Strategic Company Goals, Especially Recruiting

At MoreDirect, recruitment of sales people is one of management’s top strategic goals. Outside of the company’s headquarters, virtually all remote employees have a sales role.

“When I started using ADP Workforce Now, I didn’t realize that eventually I was going to need more recruitment support,” Martinez recalls. The company’s emphasis on recruiting sales professionals is especially vital to future growth.

“I would say HR was spending maybe eighty percent of its time in non-recruitment tasks (before ADP Workforce Now).” She adds, “We’re definitely spending more of our time, most of the time, recruiting now. I even have my payroll person now doing recruiting. She’s doing payroll maybe twenty percent of the time and the other eighty percent is spent in hiring new sales people.”

“Back then, we used to be a very transactional, paperwork-driven department. Now we are less transactional, more of a value-added department.”

“ADP Workforce Now allows me to serve more employees without necessarily adding to HR head count. Had it not been for ADP Workforce Now, my staff would probably be double in size.”
