



Business Impact

• Improve Tax & Regulatory Compliance

"My advice to another business owner – particularly a restaurant franchise owner – is to let ADP do what they do best for you, so you can spend time with your customers and staff, and do what you do best for your business."

G. Giese
Owner – Culver's Restaurant
Wisconsin Rapids, Wisconsin

A Culver's® Franchise Owner Tends to His Customers While ADP Tends to Payroll and Regulatory Compliance

Company Background

Elm Ridge Enterprises owns and operates the Culver's franchise in Wisconsin Rapids, Wisconsin – one of 285 Culver's family restaurants located across 15 States. Culver's offers a diverse menu from fresh hamburgers to premium frozen custard treats. Fresh ingredients and friendly service are the hallmarks of every visit to a Culver's.

The Challenge: Improve Tax and Regulatory Compliance Keeping Abreast of the Latest Compliance Requirements

When Greg Giese opened the 30th restaurant in the popular Culver's chain (they now have 285 outlets), he began a long-term relationship with business success enhanced in no small way by a quality brand. He also incurred direct employment responsibilities for about 50 workers and needed a way to manage employer-related compliance requirements in a timely and accurate way.

During the restaurant's training and break-in period, a local accountant prepared the payroll and filed the payroll taxes. However, when the business went into full stride and began hiring its full complement of employees, the accountant gave Giese some of the best business advice he ever received. "He told me to have ADP do the payroll, file our payroll taxes and manage our regulatory compliance," Giese recalls. "He said it would be cheaper and easier for us, and I liked that because as a restaurant owner I need to spend most of my time talking to customers and directing staff, not reading the latest tax bulletins and calculating deductions."

The Solution: Minimize Liability and Decrease Risk

ADP surveyed the franchise owner's needs and implemented a payroll and tax filing solution that has kept abreast with regulatory changes with great accuracy. "We've been using ADP for about 10 years now and they don't miss anything. They've been right on the money from the very first payroll they processed. ADP doesn't let you make a mistake, especially a tax mistake," notes Giese. ADP owns the success formula for tax compliance:

Accuracy and timeliness of tax payments:

Last year, the government issued over \$6 billion in tax penalties – many assessments went to small- and mid-sized businesses that simply don't have the time and resources to check every new twist and wrinkle in the tax laws. ADP tax and compliance services helps assure compliance with applicable regulatory and tax codes, relieving business owners of that administrative burden.

Accurate and timely monitoring and management of compliance liabilities:

ADP's professional staff keeps up with compliance issues at the Federal, State and Local levels – which for 2004 alone included more than 600 changes in the tax code. This valuable flow of prevailing knowledge translates into accurate, timely and compliant filings for ADP clients.



The business
behind business®

Administration and management of data related to HR regulatory requirements:

ADP helps employers stay current with the latest HR-related compliance requirements – from EEO, HIPAA and VETS 100 to New Hire Reporting and FMLA – with reports that are easy to read, use and file.

Security of employee data:

ADP secures employee data using the highest encryption tools that are embedded within ADP solutions. Multiple layers of security protection provide clients with the peace of mind they deserve. For clients with IT departments, those resources can be focused on other mission-critical initiatives.

Real Success

ADP Meets the Client's High Expectations

ADP's payroll and tax and compliance services were designed to remove a huge administrative burden from employers. It's a fact that doesn't go unnoticed by clients like Giese, who carefully values every minute of his business day:

"I measure my ROI for using ADP services by how much time they create for me to run my restaurant. Here's an example for you. Doing payroll takes me about 15-20 minutes every other Monday and ADP handles the rest, from tax filing and new hire reporting to my W-2s. Now if I had to process payroll and tax filing, we're talking hours – and that would be time not spent doing what I should be doing. And one late fee or penalty I can assure you would be one too many."

Client Service That Cares for the Client

Giese says the cornerstone of a restaurant business is a combination of good food and equally good service. He sees a parallel between his business and that of his long-time provider of payroll, tax and compliance services.

"Before I bought this restaurant, I was in retail for 12 years and have seen how service can make a difference for a business," he notes. "ADP is a company that provides you with a complete business solution – a strong product and very responsive client service. Anytime I've called ADP I've never talked with a person who wasn't personable, knowledgeable and helpful. I think that's remarkable. They know how to do client service right."

ADP. The Business Behind Business.

Reducing risk is the top reason why many businesses trust ADP's solutions. ADP's proven experience in addressing governmental regulations helps business owners control and minimize related risk, reduce hidden costs and spend more time focusing on their bottom line. When it comes to payroll, tax and compliance and other employer-related services, ADP is the business behind many businesses. These are just some of the reasons why Culver's endorses ADP as a Preferred Partner.

Giese concludes, "My advice to another business owner – particularly a restaurant franchise owner – is to let ADP do what they do best for you, so you can spend time with your customers and staff, and do what you do best for your business."

About ADP

ADP has more than 50 years of experience providing employers with business solutions such as Payroll, HR and Benefits Administration. ADP solutions focus on making businesses more productive by reducing costs, increasing productivity and, most importantly, standing ready to grow with your business. With the widest range of powerful, cost-effective solutions, only ADP can offer your business the flexibility it demands to grow and prosper – whether you have one employee or hundreds of thousands. And you can count on ADP for unparalleled compliance support and the most qualified and accessible customer service in our industry.

ADP's Major Accounts Division was created to address the unique business needs of mid-sized companies. We offer accurate, convenient and reliable solutions that can help you to:

- **Control Benefits Costs**
- **Improve Employee Retention**
- **Reduce Labor Costs**
- **Improve Tax and Regulatory Compliance**

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