



BUSINESS IMPACT

**GAIN A
COMPETITIVE EDGE**

**FIND, GROW AND
KEEP GREAT PEOPLE**

**HELP MITIGATE
COMPLIANCE RISK**

ADP Workforce Now™ HR Services Is Proving to Be a Sweet Strategic Solution for Crumbs Bake Shop

Company Background

Headquartered in New York City, Crumbs Bake Shop opened its first store on Manhattan's Upper West Side in 2003. By 2007, the purveyor of elegant and tantalizing bakery items entered the California market, and a year later had expanded to more than 20 stores in four states – New York, California, Connecticut, and New Jersey. Including corporate and retail location personnel, the Crumbs Bake Shop organization currently has approximately 235 employees.

THE CHALLENGE: Build HR Capabilities to Support Business Growth

Integrated, Flexible Solutions Help Companies Handle Growth Issues in Stride

"Within the space of about a year, we went from being a typical small business with a few locations – no benefits and not a lot of compliance concerns – into a company that was growing and doing business in four states," explains Chuck Ireland, Chief Financial Officer of Crumbs Bake Shop. "We had no HR person and no HR structure. We needed a comprehensive, automated, and integrated way to manage the flow of employee-related information."

THE CHALLENGE: Serve an Expanding Employee Population

Self-service Empowers Employees, Managers, and Decision-makers

"Going from an organization of 35 employees into one with 235 employees changes the way you manage things like payroll, HR, and benefits administration," Ireland adds. "We could serve a larger employee base using a traditional model with a staff that answered phone calls and processed paperwork in a manual environment. Or we could work toward combining proven technology and best practices that allow employees to access their information in a more efficient, on-demand, self-service environment."

THE CHALLENGE: Help Assure Employer- related Regulatory Compliance

Compliance Needs and Multiple Jurisdictions Demand a Comprehensive Solution

"When you employ people in multiple states, it's only logical to see compliance concerns grow," notes Ireland. "Payroll tax filing rules vary state-to-state. So do wage and hour rules, and other regulations that pertain to employment. Outsourcing payroll is only part of the answer. We also wanted a solution that would help maintain compliance in HR and benefits administration."

THE SOLUTION: ADP Workforce Now™ HR Services

Crumbs Bake Shop chose ADP Workforce Now™ HR Services to tap the broad range of professional knowledge and processing capabilities in the vital support areas of HR, payroll, and benefits administration. "One of the huge appeals of ADP Workforce Now HR Services is that ADP provides the expertise your business needs – from implementation through daily operation and ongoing support," says Ireland. "ADP's specialists, for example, helped us to develop a written vacation and paid time off policy as well as an employee handbook – all of which we didn't have."

ADP Workforce Now HR Services provides Crumbs Bake Shop with ready access to a team of ADP specialists across the HR spectrum, paired with integrated tools and technology that grows with them to support changing payroll, HR, and benefits administration needs. In addition, through an efficient Web-based portal environment, it provides a single point of access to the information that the organization, its managers, and its employees need.

To help provide a seamless service experience that exceeds expectations, ADP assigned a Relationship Manager to be a central point of contact for Ireland and to coordinate ADP's team of specialists that supports Workforce Now HR Services at Crumbs Bake Shop. These specialists include HR Compliance and Benefits Specialists,

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“One of the great things about ADP Workforce Now HR Services is that you always have the support you need. ADP provides the ‘go-to’ people who have the professional knowledge to help you.

Chuck Ireland
Chief Financial Officer
Crumbs Bake Shop

About ADP

ADP is one of the world’s largest providers of business outsourcing solutions. Leveraging 60 years of experience, ADP offers a wide range of HR, payroll, tax, benefits administration and time management solutions from a single source. ADP’s easy-to-use, cost-effective solutions for employers provide superior value to companies of all sizes and types. Count on ADP for unparalleled compliance support and the most qualified and accessible client service in our industry.

Payroll and Tax Client Specialists, and Recruitment and Risk Management Specialists.

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ADP Workforce Now HR Services is a flexible support system that provides access to expertise and industry best practices that employers need without adding to client headcount. It helps companies adapt to changing business and regulatory environments, minimize compliance risks and control employment-related costs by accessing real-time Payroll, HR & Benefits, and Time & Attendance data.

Gain a Competitive Edge from an Integrated Support Experience

- Benefit from a comprehensive combination of technology + ADP’s team of HR specialists.
- Eliminate task redundancies by entering data one time across functions, while allowing the secure sharing of data with the executives, employees, and managers who need it.
- Enable company executives to access real-time data for decision-making from a central source.
- Streamline your support experience with a single phone number, a single point of data entry, and a single partner to coordinate it all.

Find, Grow and Keep Great People

- Increase employee satisfaction and productivity with around-the-clock self-service.
- Empower employees with access to their information and the ability to act on important needs, such as updating personal data and making benefits choices.
- Provide convenient self-study, online courses for employee professional development.
- Offer Fortune 500-caliber perks like shopping and entertainment discounts, real estate services, and more.
- Provide a comprehensive Employee Assistance Program (EAP) to help with life’s challenges.

Help Mitigate Compliance Risk

- Enhance the security of employee data through restricted, role-based access.
- Decrease your business and professional risk with employee electronic acknowledgement of company policies.
- Minimize regulatory noncompliance and potential legal action with fair and consistent application of company policies and work rules, using an integrated rules-based system.
- By accessing best practice recommendations from seasoned HR professionals who know your business and success criteria.

REAL SUCCESS

“One of the great things about ADP Workforce Now HR Services is that you always have the support you need,” notes the CFO. “ADP provides the ‘go-to’ people who have the professional knowledge to help you. For instance, we needed help with multi-state regulations that pertain to everything from overtime to unemployment rules. I could have researched the information but it would have taken a long time. ADP’s specialist told us everything we needed to know. That really added to my comfort level.”

He adds, “When you sum it all up, you have a clear understanding that ADP’s people are always there for you and they make things happen. Our Web-based ADP payroll is already up and running. ADP is putting hand punch time clocks into our locations, and when the Web portal opens, I think the whole self-service environment can make a big difference for our employees as well as the company. What’s exciting to me is that I am seeing all the pieces coming together and I have all the confidence that ADP is making sure things are done right.”

Return on Investment

While Ireland anticipates savings from using ADP’s automated solution, it’s too early to tell how much the savings will be. “I’m a CPA, a CFO – not an HR guy,” says Ireland. “CPAs think differently than most people. We’re taught to doubt things and to always look for the ‘back up’ that proves something to be true. I’ve found ADP’s solutions are very well documented, and from what I see every day, ADP is doing all they can to give us the flow of data and tools we need to manage the people-end of a business that we expect to keep growing.”

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