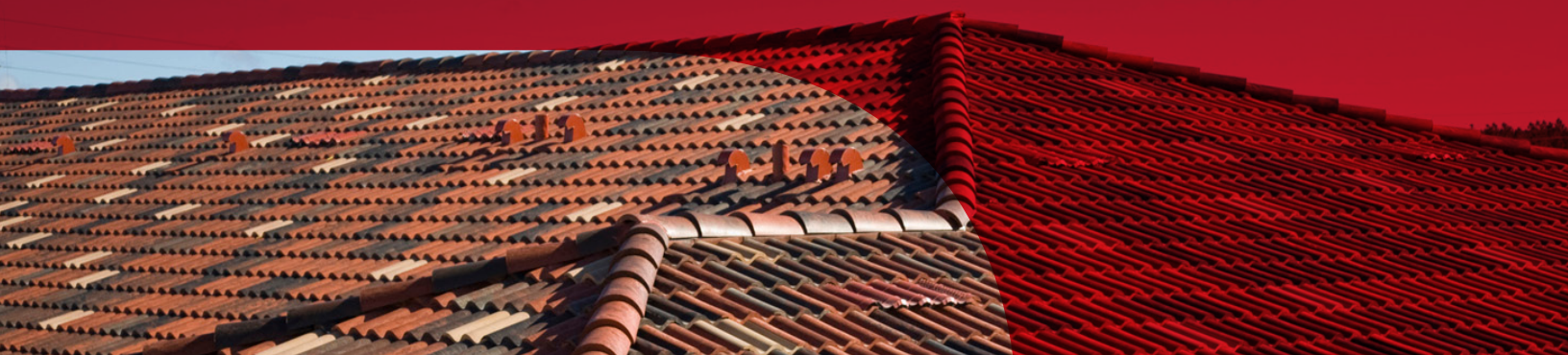




IN THE BUSINESS OF YOUR SUCCESSSM

What ADP[®] clients are saying



MANUFACTURING

Building an HR infrastructure that works – with ADP Resource[®] as a partner

For many family-owned businesses, it is a familiar story. Take a long-established mid-size company with deep roots in its region and strong customer and vendor relationships. Add a record of steady growth and geographic expansion that far outstrips the company's existing manual HR processes. Top off with a one-person HR department scrambling to cover all the administrative bases. The result: a strong belief that there has to be a better way to manage HR.

For Heely-Brown Company, the above scenario represented reality in early 2009. Founded in 1939, based in Atlanta, and with locations in Georgia, Florida, Alabama, Tennessee, and South Carolina, Heely-Brown distributes a complete range of roofing equipment and supplies to the commercial and residential markets. The recent recession was notably harsh on construction and allied industries, but Heely-Brown emerged in relatively good shape and is poised to kick-start growth – with strong HR support from ADP Resource[®].

Streamlining HR with mission-critical services and support

According to David Beavers, Heely-Brown's Director of HR, the company's HR infrastructure – and its positioning for renewed growth – has been greatly strengthened by its partnership with ADP Resource. As David explains, prior to signing with ADP Resource in March 2009 "other than payroll, which ADP already handled, a lot of processes related to HR were being done manually. Things weren't streamlined. Coming into the company, I knew we had the existing payroll platform with ADP[®] and I thought there had to be an easier way to become more efficient. When it comes to internal

SNAPSHOT

Client:
Heely-Brown Company

Description:
Distributes roofing equipment, materials, and supplies to residential and commercial builders and property owners

Workforce:
106 employees in eight southeastern locations, with headquarters in Atlanta

Website:
www.heelybrown.com



HR administration, I'm basically a one-man band, so I went to ADP and asked if there was any other support they could give – anything to make my job easier.”

ADP Resource clients such as Heely-Brown are assigned a designated Human Resource Business Partner (HRBP). That individual's job is to work with the client to understand their short- and long-term HR needs and priorities. The HRBP then develops a flexible bundle of services that aligns with those priorities and follows up to ensure that the services provided continue to work for the client and its employees.

ADP Resource clients also have access to My ADP Resource, a web portal that assembles core administrative functions in an easy-to-use, secure online environment. As David says, “I use it all day, every day for everything from verifying hire dates to inputting salary changes. The information retrieval capability is extremely helpful.”

“Having the HRBP is like having a second set of eyes.”

According to David, his working partnership with the ADP Resource HRBP has significantly enhanced his ability to stay on top of HR administration and compliance. “We operate in five different states, which means we need to be up to date on five different sets of state human resources laws and regulations as well as on the federal level. Those laws are changing all the time, and the ADP HRBP has been a huge help to me in this regard. We are in contact on a weekly basis to review any ongoing issues and find solutions to any problems that might come up. ”

OSHA is another area of compliance where ADP Resource has provided critical guidance to Heely-Brown. “In addition to our inside and outside sales forces, many of our employees work out of our warehouse or as drivers, so workplace safety is definitely a top priority for us and we have worked with ADP Resource on this,” says David. The ADP HRBP also helped David completely revamp Heely-Brown's existing employee handbook, to bring it up to date and in compliance with current regulations.

When HR training yields a more engaged workforce

Heely-Brown has made extensive use of the professional development opportunities available through ADP Resource. “We use both the online skills training and the in-person training,” says David. “Our goal is to get our supervisors and employees more engaged in their jobs and the company's overall mission. The HR-specific seminars have been great, especially those that covered how to handle conflict in the workplace and how to implement effective progressive discipline. We've learned the importance of documenting what goes on in a particular situation, and how conduct disciplinary procedures in a way that keeps the company in compliance with the relevant laws.”

“We really feel like we have a partner in this business.”

David concludes by circling back to his working relationship with the ADP Resource HRBP as the most important factor in Heely-Brown's ability to streamline and enhance its HR function. “When you build a really strong rapport with someone that counts for something, and it helps you be successful. I've been approached by other companies with similar HR offerings but I'm very happy with ADP Resource. The difference is in the HR partnership.”

