



IN THE BUSINESS OF YOUR SUCCESS®



## Business overview

Ariad Communications is a marketing agency that focuses on developing - motivating, strategic and creative content for clients in financial services, health care, business services and consumer marketing. Ariad Communications has been named as one of the best places to work in Canada by the Great Place to Work® Institute Canada, and views their employees as their most important asset.

## The client

**Organization name:** Ariad Communications

**Industry:** Marketing

**In business since:** 1989

**Number of employees:** 100 full-time employees

**Location:** Toronto, ON

**Website:** Ariad.ca

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“Throughout my career, I’ve worked with a variety of human capital management systems and ADP Workforce Now is by far the best. Whether I’m at home, on the road or in the office, when I log in to Workforce Now, I know the information I need will be accurate, current and all in one place and the confidence that it provides is priceless.”

- *Kristen Agro, Human Resources Manager,  
Ariad Communications*

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## The challenge

Like many mid-sized companies, Ariad’s HR, compensation, management information and performance reviews were managed and housed using a combination of paper and electronic records.

Ariad’s new Human Resource Manager Kristen Agro, CHRP thought these in-house processes could be improved and streamlined to better serve their employees and clients. Updating documents often required manual input across numerous platforms. Producing reports for management was time-consuming, and employees needed to access information from their personal records by requesting it from Agro, creating a bottleneck in the HR department.

“We’re proud to be one of the top places to work in Canada, and we’ve created a positive culture by investing in our people,” said Agro. “We felt that this positive culture could be better leveraged by adopting a human resources management system that allows us to focus more on people and less on administration.”



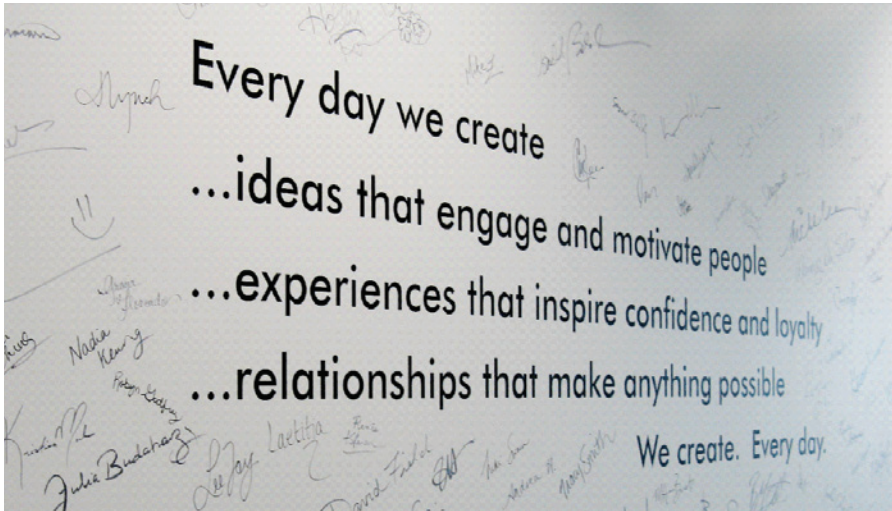
# Case Study



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## The solution

After assessing a number of human capital management systems, Ariad selected ADP® Workforce Now® solution in early 2013.

ADP Workforce Now is a cloud-based, single-source, mobile-enabled human capital management system for mid- and large-sized companies. Workforce Now allows clients like Ariad to benefit from secure access to HR, benefits and payroll information on a single, unified platform wherever, and whenever they need it. Ariad uses Workforce Now to manage recruitment, payroll, performance reviews and staff development, and the system provides Agro the flexibility to customize the level of access for both employees and management.

Workforce Now also enables Agro to produce reports for management at a moment's notice without having to manually update files, check multiple sources or enter data more than once.

“Workforce Now gives me clear visibility to all of the HR records and data I need to analyze, plan and make sound recommendations to management,” said Agro. “As the HR profession transitions from a transactional function to a strategic function, tools like Workforce Now are essential.”

## The outcome

Before Workforce Now, Agro was spending at least two days every month, or about ten per cent of her time, processing HR administration. This time is now available for her to focus on strategic HR activities and decisions, knowing that mission-critical processes like payroll will occur flawlessly.

Workforce Now's secure, cloud-based platform also makes it possible for employees to access their own data both remotely and in the office, saving everyone time.

“Our employees feel empowered when they can access their own employment

information, and they appreciate the user-friendly experience and mobile capabilities,” said Agro. “We're proud to be an innovative, people-focused organization, and Workforce Now reflects that culture.”

In addition to time savings, Ariad enjoyed immediate cost savings with Workforce Now, thanks to the solution's online statement option that allows employee to view all of their statements online — an option Ariad's previous supplier offered for an additional fee.

“Throughout my career, I've worked with a variety of human capital management systems and ADP Workforce Now is by far the best,” said Agro. “Whether I'm at home, on the road or in the office, when I log in to Workforce Now, I know the information I need will be accurate, current and all in one place and the confidence that it provides is priceless.”

### Business Benefits

- Saved at least ten per cent of the HR Manager's time.
- Eliminated manually processing and HR administration.
- Decreased in-house HR administrative burden, allowing HR to focus on strategic decisions.
- Ensures all company information is current, safe, secure and easily accessible.
- Immediate cost savings with online statements option.
- Empowers employees to access their own data.

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