

## CASE STUDY IN HR

June 2, 2018

Publish Your Company's Success Story!

### Sponsorship Overview

Human Resource Executive's® Case Study Series offers a unique opportunity to tell over 75,000 Print, 54,000 App and 100,000+ Digital Edition HR decision-makers how your product or service can solve the business problems they face every day.

Don't miss your opportunity to be part of the Case Study in HR, published in the June 2, 2018 issue of *Human Resource Executive*® and included in our digital version. This is your chance to have your company success story about how you "saved the day" for a client in need of your expertise.

### Sponsorship Includes:

When you buy 1 tabloid advertisement in the June 2, 2017 issue you'll receive:

**CASE STUDIES IN HR TECHNOLOGY**

### Increasing Speed and Cost Savings with Ultimate Software's Cloud Technology

Shaping current with HR technology is crucial for business success. Having advanced capabilities to HR, payroll and benefits, managers and employees—while reducing cost and time saving for your client business.

One company that is seeing a range of business gains with sophisticated human capital management technology is DirectEquity Inc., one of the largest full-service insurance companies in the world.

Based in Glendale, Calif., DirectEquity franchises and operates insurance under the Appleton, Wis.-based General & Fire and ACP brands. The company reported more than 200 franchisees in 28 states, with more than 100 franchisees and approximately 20,000 sales members.

DirectEquity had previously used a highly customized enterprise resource planning system to handle its processes for HR, payroll and benefits, as well as multiple systems to help manage talent-related programs.

As a result of the measures to reorganize a heavily contracted environment, DirectEquity leadership team needed a single, unified solution that would consolidate the full range of human capital management. The company selected Ultimate Software's cloud-based HRIS (HRIS) and HRIS as well as other HRIS.

"We needed a flexible, configurable HCM solution—one that did not require in-house data and system management of the user of data, and that was a single platform able to manage HRIS technology is not central to our success," says Steve Clark, executive vice president of human resources at DirectEquity.

"Ultimate Software was the clear frontrunner among HCM vendors—most established in the HCM industry with solutions that offer sophisticated, deep functionality."

DirectEquity experienced immediate benefits after adopting HRIS. The HR and payroll teams are quickly adopting complex payroll processing for weekly, biweekly, and monthly payrolls, and are able to manage payroll processing for all employees.

"HRIS is the right technology for our business," says Clark. "Productivity has increased, and we've seen significant, quantifiable results. It's certainly a key differentiator in our business, especially since that has come with significant changes in a highly competitive industry."

**HIGHLIGHTS**  
Organization: DirectEquity Inc.  
Headquarters: Glendale, Calif.  
Primary Business: Insurance/Healthcare

**Primary HR Technology Challenge:** To quickly complete complex payroll processing for a multi-brand organization, to achieve cost savings through unified human capital management, and provide a dispersed workforce with 24/7 access to information.

**YOUR AD HERE**

Adjacent page to tell your success story, written by you (650 words), and edited and published by *Human Resource Executive*®.

Close Date for Case Study: August 30, 2018

## Guidelines for Case Study in HR – June 2, 2018

Below are a few items to keep in mind as you plan to promote your company and its special achievements in the Case Study in HR that will appear in the June 2, 2018 issue of *Human Resource Executive*®.

Please keep in mind the purpose of the case study is to provide executives with an example of how employers, with your company's help, have found a HR solution to a specific HR problem.

### **Please prepare your own case study, using the following guidelines:**

**Maximum word count: 650**

**Deadline: April 30, 2018**

**Return to: nsicilia@lrp.com**

#### **Select a Competent Spokesperson.**

The quality of the story will depend heavily on the spokesperson's familiarity with the project selected for the case study. His or her ability to describe the problem your company solved for the client and to discuss the interaction required by both companies for the successful resolution of the business problem is extremely important.

#### **Be Prepared to Provide Relevant Background Information.**

Your company's spokesperson will need to provide background information. He or she may be quoted, of course, but the main voice in the article should be the client.

#### **Do Your Homework in Advance in Selecting a Client.**

Advertisers frequently want to show off their biggest (money-wise, power-wise, prestige-wise) client, but that doesn't always work, particularly if the program didn't go as smoothly as expected. The companies that have been most pleased with and have had the best results from their case studies have selected a client that worked well with the provider during the implementation process and showed some really terrific outcomes as a result of the partnership.

#### **The Client Spokesperson's Familiarity with the Project Really Counts.**

It's also important to keep in mind that the spokesperson for the client will do a better job and help to create a better story only if he or she is thoroughly familiar with the project. It is especially important that he or she is willing to be quoted in the press. These stories are not exposes but case study examples showing ways companies and their clients work together to produce successful outcomes.

#### **We Will Select Artwork that Helps to Tell Your Story.**

The case studies are very popular and attractively presented. Our art director and editors will select, with care, a photo or artwork that complements the story.

#### **You Provide Information for a Highlight Box about Your Client.**

- Organization name (your client's company name)
- Headquarters for your client (include city and state)
- Your client's primary business (limit to 20 words or less)
- Describe the challenge you helped them solve (limit to 20 words or less)

#### **Company, Client Commitment is Extremely Important for Success.**

Last, but not least, make sure the client you select clearly understands these guidelines and understands the importance of his or her cooperation.