

CASE STUDY IN HR

October 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 October 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 October 2, 2017 issue you'll receive:

CASE STUDIES IN HR TECHNOLOGY

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

Helping current and HR technology is crucial for business success. Having advanced capabilities to HR, payroll and benefits management is one critical element required for leaders, managers and employees—each delivering top and true savings for your entire 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 total 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 in establishing a highly controlled environment, DirectEquity's leadership team wanted 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 managed to roll it out in less than 90 days.

"We needed a flexible, configurable HCM solution—one that did not require in-house data and system management or the need of any data center. We also needed a solution that could manage HCM technology in a cost-effective way," says Steve Clark, executive vice president of human resources at DirectEquity.

Ultimate Software was the clear choice for DirectEquity because of the company's HR technology ability. HCM provides cost-effective solutions that offer significant ROI and functionality.

DirectEquity experienced immediate benefits after adopting UHRS. The HR and payroll teams are quickly completing complex payroll processing for weekly, biweekly, and monthly payrolls and are able to manage all payroll-related issues with a single point of contact.

"UHRS is the right technology for our business," says Clark. "Productivity has increased, and we are seeing significant cost savings. It is a challenge to find a solution that can handle our business challenges, especially ones that have come with dynamic 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.

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 21, 2018

Guidelines for Case Study in HR – October 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 October 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: August 21, 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.