



## EXPERT INSIGHTS

Reports on Payroll Outsourcing  
& Web Marketing



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# Businesses Find Payroll Outsourcing More Important Than Ever

The advantages of payroll outsourcing are more appealing than ever, judging by the number of businesses that now rely on an outside service. Paychex and ADP – the two largest national providers – are currently the choice of more than a million businesses, a total that has doubled in the last decade. The majority of their clients are companies with less than two dozen employees.

While outsourcing allows more time for concentrating on the moneymaking aspects of a business, freedom from compliance issues, safety, convenience, cost savings, and other factors are frequently mentioned by business owners as benefits.

However, payroll of a decade ago is not today's payroll. Larger providers have raised the bar with more product features, extensive support, performance insurance, and redundant processing (for example, following the Gulf Coast hurricanes, national providers helped clients stay in business by processing and delivering payrolls from unaffected areas). Selecting a national supplier with highly integrated payroll handling capabilities is of growing importance because payroll is increasingly linked to a number of other HR tasks.

- It is key to the management of workers' compensation and state unemployment insurance (SUI) costs.

- It is a vital step in collecting and remitting accurate health and dental insurance premiums.
- It is fundamental to the smooth administration of a company's retirement and section 125 plans.

This means as a business owner you have three basic choices. Select a desktop or online software solution with limited support and expansion capabilities, and arrange for services like 401(k) and insurance piecemeal. Go with a local vendor who will supply payroll and perhaps some limited third-party services, while you source others separately. Or, pick a single-source company like Paychex and receive a comprehensive solution far beyond just payroll. Your goal should be in line with other essential business decisions: define your needs and select answers that will best meet those needs . . . both now and in the future.

To read the full report, go to [www.expert-insights.com/paychex.asp](http://www.expert-insights.com/paychex.asp)



Paychex, Inc. (NASDAQ:PAYX) is a leading provider of payroll, human resource, and benefits outsourcing solutions for small- to medium-sized businesses. The company offers comprehensive payroll services, including payroll processing, payroll tax administration, and employee pay services. Human resource services include 401(k) plan recordkeeping, workers' compensation administration, section 125 plans, time and attendance solutions, and other administrative services for business. Paychex has more than 100 offices and over 543,000 payroll clients nationwide. For more information about Paychex, visit [www.paychex.com](http://www.paychex.com).

# Today's Retail Supply Chain Challenges and A Solution

The global supply change evolution created new challenges that retailers must solve to have a lean supply chain. How many of these challenges do you face in your supply chain?

### Purchasing or Merchandising

- Lack of visibility from placement of order to receiving.
- Inabilities to cost effectively manage less-than-truckload (LTL) inbound shipments.

### Store Replenishment

- Having to store inventory in several locations to shorten lead time.
- Imbalance of inventory when multiple distribution centers stock the same items.
- Store replenishment from different distribution

centers due to the stock imbalances.

- High inventory levels and low turn ratios due to the inability to predict customer demand.

### Both Purchasing and Store Replenishment

- High stop-off costs imposed by line haul carriers for delivery to multiple locations.
- Reoccurring product damage with LTL shipments.
- No Transportation Management Software to manage consolidation of LTL and small pack shipments.

**Establishing a pool point network for the last mile store replenishment deliveries can help solve many of these challenges.**

A Pool Point network is a conglomerate of cross-

dock operations providing a common set of services and linked together via a common technology platform. Each pool point facility provides pickup and delivery within a specific territory. Common truck-load carriers are utilized to transport consolidated shipments to pool points. Often, smaller local operations can provide higher levels of service at lower cost than national warehouses. These loose networks can grow, shrink and relocate as a retail network evolves.

The Solutions goal is to deliver to stores and customers first direct from vendors, then distribution centers.

Using available web based technology extracting shipping data is accomplished by combining purchase order and vendor data.

Extracting costs is accomplished by utilizing TMS Software optimizations across vendor, distribution centers, pool points and stores while providing visibility to item level detail.

To read the full report, go to [www.expert-insights.com/halogistics.asp](http://www.expert-insights.com/halogistics.asp)



HA Logistics provides functionally robust and flexible solutions to high growth companies, and converts supply chain movements from an external, hidden and unmanageable cost to an internal, visible and controllable strategic asset. Corporate office: (locations throughout the U.S.) 5175 Johnson Ave., Pleasanton, CA 94588 Phone 925.251.9709, Fax 925.251.9777, [www.halogistics.com](http://www.halogistics.com)



## EXPERT INSIGHTS

Reports on Sales Management & Customer Relationship Management



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# Is Your Sales Team a Strategic Weapon?

Is your sales team a strategic weapon? Competition is tougher than at any time in modern business. Basic economic theories of supply and demand have been blown apart as excess supply has put extraordinary pressure on pricing. Companies search for a new reality and then quickly look away when it is found, as the picture of foreign competition, outsourcing, and leverage from customers is overwhelming.

There is a solution that creates value for companies, but more importantly for your customers. Sales teams have become price and volume focused and



have lost their competitive edge. Sales professionals need to UNCOVER opportunities to create value, they must have the ability to UNDERSTAND customer's needs and to actually create value, while having the capability to determine and understand the needs of their customer's customer. This is where true value is produced. Every organization that is still in business in 2007 has quality, sound business systems, and responsible pricing. Differentiation becomes a strategic advantage and ultimately a weapon against competition. When sales teams have the ability to help their customers stay one step ahead of their competition, they become a weapon. Great Talent Wins Every Time!!

Customers and competition will push, pull and even try to drag everyone into the dreaded Commodity Tar Pit, because the absence of innovation drives price.

Innovation and customer experience are critical drivers to creating durable customer relationships. Innovation is the development of better products and services and the ability of your sales team to uncover competitive advantages for your customers to take to market and then refocus the organization's efforts to fulfill these services or products.

Customer Experience is a combination of successful "Moments of Truth" when dealing with your company and the ability of your sales team to become business partners, not just another price and volume driven sales professional.

-Jeffrey Seeley, CEO

To read the full report, go to [www.expert-insights.com/carew.asp](http://www.expert-insights.com/carew.asp)



Carew International is the leader in customer experience and sales team development. Their proven interpersonal and business skill development has helped several of the most recognized brands in the world accelerate revenue growth. Over the past 30 years, Carew has consistently delivered results that translate to increased productivity and profitability for their customers. Carew International is located in the Greater Cincinnati area. Visit us at [www.carew.com](http://www.carew.com), email: [infobw@carew.com](mailto:infobw@carew.com), or call Leah Gindele @ 1-800-227-3977.

# CRM Technology Fills the Gaps in the Customer Lifecycle

CRM (Customer Relationship Management software) plays an important role in any company's customer lifecycle. From a prospect considering a purchase, to an account which does business regularly, CRM will play an important role increasing customer loyalty.

A CRM solution provides a suite of business features designed to improve the sales team tracking of leads, prospect inquiries, and interactive web forms. It also provides data to the staff as it relates to customer details, account transactions and company documents. Additionally, the CRM provides support staff with the ability to fully document customer service issues, trouble tickets and calendar functions. All made available via internet to

mobile and office devices.

Newer CRM solutions combine the best features of older, legacy-based systems, while adding new web based functionality to increase productivity. The result is a CRM system that provides superior features and performance with major pricing advantages. The new on-demand systems provide greater capabilities to companies with multiple business locations, traveling staff, and management that needs to be kept informed while not in the office. Since these systems are hosted, trained technicians will be provided to answer questions, perform training, setup and customization. This staff also administers the servers, backup the databases and perform regular maintenance,



thus removing the technical burden from your business.

A deployable solution is something that when needed, should be operational in weeks, easy to learn and allowing flexible customization to meet a businesses requirements. For businesses, the right CRM provides an all-in-one solution that not only allows a company to better track and manage their prospects and customers,

but also provides the tools necessary for superior customer support.

To read the full report, go to [www.expert-insights.com/fullspectrum.asp](http://www.expert-insights.com/fullspectrum.asp)



Full Spectrum CRM, a MVI Solution Company, is a leading provider of secure, scalable, CRM solutions. Full Spectrum offers superior support, consulting, training, while hosting all web applications on the finest, most secure Tier 1 platform in the USA. Full Spectrum provides affordable on demand solutions that can be quickly deployed by our trained CRM professionals. We offer single user system to complete enterprise solutions that feature complete service packages ranging from customization, hosting, implementation services and training. Fort Lauderdale, FL - Sales 877-633-9536 x6 - [www.fullspectrumcrm.com](http://www.fullspectrumcrm.com)