

ADP

Employer Business Services



OneSource

"OneSource is the cornerstone of ADP's client-focused selling strategy. Our account teams prepare more effectively, ask more intelligent questions, and focus on real synergies with each and every client."

**—Michael Ryan
VP Sales Ops**

ADP Adopts Client-Focused Strategy

When most people hear the name ADP, they automatically think of payroll processing. But over the last 50 years, ADP has transformed into the "business behind business," providing paychecks for approximately 30 million workers worldwide, processing securities transactions for clients on five continents, delivering computing solutions to more than 16,000 auto/truck dealers, and serving more than 20,000 clients in the property and casualty insurance industry. ADP is the leading full-service provider of a comprehensive range of human resource services, including traditional and Internet-based outsourcing solutions, which help over 450,000 employers worldwide to staff, manage, pay and retain their employees.

At the heart of ADP's success is the core belief that every single contact between an ADP representative and a client or a prospect counts. Each engagement represents either future business or a prospective loss depending upon the quality of the company's products, services, and representatives.

To help ensure that prospective wins outnumber the losses, ADP recently adopted a client-focused selling strategy, which requires National Account teams to thoroughly understand each client's business requirements and tailor presentations to real synergies between ADP and the prospective client. ADP chose OneSource Business Browser to deliver the comprehensive and accurate business information needed to drive this client-focused selling strategy.

Complex Sales Process

As a full-service provider with a broad product offering, ADP must overcome the challenges of a very long and complex sales cycle, as well as varied competition ranging from full outsourcing to ala carte offerings.

According to Michael Ryan, VP of Sales Operations for the Atlanta-based National

Accounts Division, "Our National Accounts teams service large national and international companies and the sales process involves multiple decision-makers at all levels of the organization, from functional management to presidents and CEOs. Often these decision-makers are dispersed across the country, or even with multiple corporate entities and subsidiaries.

"Our account teams typically include multiple product specialists led by an Account Manager, and they too are geographically dispersed. To develop effective, client-focused presentations, every member of the team needs to have a common understanding of the prospect's business, the corporate relationships, the individual executives, and even the broader industry within which they operate."

Making Every Engagement Count with OneSource

In 2001, ADP began using OneSource as a marketing tool to help improve prospecting efforts. Today, all 250 members of the National Accounts Division rely on OneSource to prepare for client engagements and tailor presentations to specific clients needs.

"Prior to implementing OneSource, individual account members were left on their

own to prepare for client engagements," said Bonnie Tinder, Midwest Region Marketing Consultant. "Some were comfortable with the research task, but many were less proficient. And their results varied, so team members often came up with inconsistent views of client needs.

"Using OneSource, all members on an account team can gain a common understanding of their clients. They can quickly review standard data such as geographic locations and number of employees, access recent news and analyst reports, and gain a solid understanding of the corporate relationships and business climate. The fact that it's Web-based makes it easy for everyone to get at the same information."

And to do so quickly notes Ryan. "A lot of the time everything is in one place, on one screen, so our account managers spend less time looking for information and more time discussing our solutions with their clients." Ryan and Tinder estimate that, on an individual basis, the time savings ranges from a couple hours to several hours per week.

As for alternative options, Tinder notes, "We looked at several other information providers, but didn't find anything that was as easy to use, or that offered the same query flexibility. With OneSource, we can search for companies based SIC code, geographic, employee size, industry selections, or other criteria. And the accuracy of information is very strong...that's been tested and confirmed many times over, from simple pieces of data such as employee number to more complex financial data."

Reaching Every Potential Prospect

ADP Sales Directors use OneSource for

territory analysis and to ensure that coverage is complete in every state and region. For example, Sales Directors can use OneSource to find every company within a specific state with 1,000+ employees ensuring that they've identified every potential prospect for each product offering.

"OneSource gives us increased confidence that we're calling on all of the companies in a given space and that we are aware of all changes, from new business relationships to executive changes, on an on-going basis," said Ryan.

Accessible, Reliable, Easy to Use

Business Browser is a web-based subscription service that is based on the familiar browser interface, allowing users to become highly productive in a matter of minutes. And because it requires no special hardware or software, enterprise-wide deployment can occur rapidly with minimal burden on IT staff.

"The ADP sales staff took to OneSource right away," said Tinder. "A couple of Webinar training sessions got the team up and running."

Tinder added: "There's never been a need for support or service. Business Browser is accessible, reliable, and easy to use."

"OneSource offers more reliable information than any other source, including private company data. It's a must have tool for any sales person."

—Michael Ryan, VP, Sales Ops

Company Profile	<ul style="list-style-type: none"> • Leading full-service provider of human resource services supporting 450,000 clients in 23 countries • 250 National Accounts Representatives support large national and international organizations
Challenges	<ul style="list-style-type: none"> • Long, complex sales cycle • Geographically-dispersed decision-makers • Dispersed account teams • Client-focused selling
OneSource	<ul style="list-style-type: none"> • Faster, more effective preparation for client engagements • Easier sharing of information across dispersed account team • Increased productivity • Improved territory management



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