

SEA

SELF-EVIDENT APPLICATIONS™ (SEA) FOR THE NET GENERATION

Business

Vol.3 No.2 September 2001

National Wildlife Federation Snares Boundary-Free System

“Taking Stock” With Wireless and Lawson Solutions

Fluent Gains Well-Spoken Lawson Solution

Paradyme Shifts Into High Gear

Boeing Credit Union Flies High



**KinderCare GROWS;
Lawson Keeps Pace**

Paradyme Shifts Into HIGH Gear with Lawson



Professional employer organizations (PEOs) offer turnkey solutions for small businesses that may not have the resources to cost-effectively manage their own process or workflow functions. But what does a PEO do when it's time to more effectively manage its own processes and workflow to achieve maximum profitability?

In the case of Paradyme Human Resources Corporation, the unconscious quest for a mission-critical solution started with the purchase of the Lawson Financials Suite in 1997. As the relationship grew with Lawson, Paradyme, with a self-professed mission to shift how human resources functions are managed for its customers, shifted how it thought about managing its own organization.

Illustration: JOHNEE BEE

"We were extremely happy with our Lawson Financials solution," says Kevin Kohel, chief information officer, Paradyme Human Resources Corporation. "So when Lawson made the overture to tackle the unique challenges within the professional services market, we were extremely interested in the initiative and volunteered to be a beta."

Paradyme strategized about what would set it apart from the rest of the PEO industry and made the determination to Web enable its clients' service delivery.

"We wanted to help move our clients to the next generation in computing, so we gave our services, such as benefits administration and processing payroll, a Web front end and used Lawson as our engine," says Kohel.

Through six acquisitions, Paradyme had come across every imaginable algorithm for billing clients.

"There were no billing standards in the industry when we started working with Lawson," says Kohel, "When Lawson said they were going to provide a billing solution for the PEO industry I was – frankly – incredulous. But in six months Lawson had delivered a solution that solved all our algorithm problems. Lawson was in the right place at the right time for us. Our involvement from the beginning in the pay-to-bill module design documents, focus group and testing made Lawson a no-brainer when it was time to sign the contract. I was impressed with the speed and quality of the product that was delivered."

The PEO industry has extremely small profit margins, so a natural inclination for a PEO is to micromanage the revenue and overhead for each client.

Paradyme can use Lawson to obtain client profitability in real time, and keep better tabs on money coming in and going out. With the Lawson drill-around feature, Paradyme can also review and analyze the allocation of its own internal resources.

"The next step is to determine, for example, that if Sally in Paradyme's HR department is

spending too much time on one client, how do we get that client to be less of an administrative burden?" says Kohel.

PAYROLL CUSTOMIZED;

BENEFITS STREAMLINED

Using Lawson open component extensions, Paradyme built a Web-based payroll processing application for both internal payroll technicians and for clients.

"We process approximately 100 payrolls a day. By using Lawson tools, we have taken the entire payroll workflow – from time entry to posting to the general ledger – and combined them into four steps," Kohel says. "Providing a self-service solution for clients' payroll needs not only enhances our product offering, it also improves our operating efficiency. Additionally, the application has the flexibility to provide both a custom interface and custom deliverables based on the clients' unique payroll criteria, such as job costing and tip processing."

Benefits administration is another service Paradyme offers its clients. Using the Lawson engine, Paradyme facilitates the flow of information from the enrollment to the payroll deduction to the carrier. Managing the sheer volume of transactions combined with the complexity of benefit plans and number of employees is an arduous task.

"The Lawson Human Resources Solution allows our customers' employees to change W4 information, look at pay checks and enroll in benefits," said Kohel. "The overall administration of our clients' benefits is much better than it has ever been."

AMFINITY BUSINESS SOLUTIONS

ACQUIRES PARADYME

In Spring 2001, Paradyme's shareholders decided to pursue strategic opportunities for the company. Amfinity Business Solutions, a St. Petersburg, Fla.-based PEO with a proven track record of successfully integrating PEOs, acquired Paradyme in July. "The industry-leading technology platform, including the Lawson solution, was one of the primary factors in targeting Paradyme as a potential acquisition," says Jeff Stentz, chief executive officer,

Amfinity. "We plan on converting our clients and future acquisition companies to the Paradyme infrastructure as soon as possible." The combined companies will operate under the Paradyme brand.

MOVING THREE TIMES FASTER

With extremely tight margins in the PEO industry, Paradyme focuses on operating performance with a client-specific profitability analysis. This analysis, combined with other performance indicators, such as workers' compensation claims activity, allows Paradyme to provide oversight in coordinating the activities of its service personnel.

Paradyme feels that Lawson is a springboard for moving from 6,000 to 60,000 employees. With the performance of the Lawson system being three times faster than the legacy system that Paradyme had used in the past, there are no limits on the amount of shifting that Paradyme will be able to do in the future to stay ahead of its competition. ■

The Paradyme Shift

Paradyme Human Resources Corporation, Palm Beach Gardens, Fla., is a full-service professional employer organization with a southeastern United States regional focus. Paradyme offers payroll and human resources outsourcing services to small and medium-sized companies. Services include employee benefits (health, dental and life insurance), payroll management (check processing and direct deposit), human resources consulting and management, pre-employment screening, personnel records maintenance, and risk management (loss control, OSHA compliance, workers compensation services and workplace safety programs).

"Paradyme's value proposition is that we enhance our clients' ability to attract and retain a skilled workforce and focus on their core competencies by providing outstanding professional services in the areas of payroll, benefits administration, human resources and risk management," says Kohel.