

Company/Organization	ADP
Industry	Business Services
Business Need	Streamline and standardize sales collateral formatting and appearance; develop industry segment sales collateral; provide a Web-enabled print solution that allows sales representatives to create and produce personalized documents
Direct Marketing Solution	<ul style="list-style-type: none"> • An online collateral catalog was created to allow sales representatives to customize and order prospecting direct mail • Sales materials included prospecting letters, video demos and Webinar invitations that could be personalized to some degree and could include variable images • All of the materials could be personalized with the sales representative's name and contact information • Prospecting letter and brochure graphics and copy could vary based on the recipient's job title and industry • Depending on the type of collateral needed, high-speed black and white digital equipment or digital color printing devices were used to output the personalized materials
Results	<ul style="list-style-type: none"> • Prospects increased by 37% • In-person sales presentation time increased by 12% • Improved quality and consistency of sales collateral • Reduced mailing expenses • Year over year sales growth running at 20%




Enterprise eTime WEBinar
An online information session about Time & Labor management tools

Learn how ADP can cut time & labor management costs and improve employee efficiency at Stephenson Mortgage Company.

When: November 17, 2004, 10:00am
Where: your office!
What you need: a web browser and a phone

Call Sam Thomas today to register for this exciting opportunity!
(212) 955-4312 or email sam.thomas@adp.com



What is a WEBinar?
It is a seminar conducted via the phone and the Web. You can attend from the convenience of your office without taking precious time away from busy schedules!

What will this cover?
Topics covered include:

- Time collection methods
- Supervisor time card management
- Email integration
- Automatic workflow notifications

Enterprise eTime is ADP Time & Labor's newest and most scalable solution.

- The robust Time & Labor Management rules engine can calculate pay rules for up to 100,000 employees.
- Employee time collection can be done with traditional electronic clocks, biometric hand readers, IVR (phone entry), or three types of browser based timecards.
- All collection devices feed one central rules database for calculation of overtime, shift differential, breaks & meals, and many, many, more features.

The use of automated Time & Labor Management will reduce payroll processing time by 80% and increase accuracy by applying consistent pay rules. Industry studies have shown a 1-2% labor cost reduction by implementing an automated labor and absence management system.