



TURNING HR FROM BURDEN TO CATALYST

THE POWER OF PARTNERSHIP

"I'm a CPA, not an HR expert."

That's how Tracey Thomas describes the moment she realized her logistics company, Andrew Vasquez, Inc., needed help. As a one-person HR team, she was drowning in benefits administration while healthcare costs kept climbing.

"We thought, 'Let's join a PEO to gain better bargaining power and help keep our benefit costs down,'" she recalls.

Laura Florin faced a similar crossroads at Videri, a company that helps brands sell more and activate smarter with dynamic, data-driven digital experiences. With under 50 people, Videri's healthcare plan was draining resources while vendor management consumed time her small team didn't have.

Both found what they needed with ADP TotalSource®.

When doing it yourself stops working

Tracey and Laura discovered what research confirms: businesses that partner with a professional employer organization (PEO) typically grow twice as fast, have employee turnover that's 12% lower and are 50% less likely to go out of business compared to businesses that don't use one.¹

A PEO is a full-service HR partner that handles payroll processing, benefits administration, recruiting, compliance and risk management. As a result, companies working with a PEO gain an entire HR department's worth of expertise

and solutions to support their needs and goals.

For Videri, the impact of partnering with TotalSource was immediate. Laura saw payroll processing time drop from three days to about an hour. The time saved across various HR tasks allowed her team to design and launch a formal onboarding process for new employees.

"We also got a big thank you from our people because our benefits coverage expanded," Laura says. "We were able to offer a wider selection of options, and the money we saved allowed the company to cover a higher percentage of monthly premiums."

HR expertise when you need it most

For Tracey, the game-changer was gaining HR expertise her accounting background couldn't provide.

"I count on my ADP HR business partner to keep us current on what's happening in all the states we're in," she explains. "They have all that stuff figured out for us, so I'm never worried."

She points to weekly emails from her ADP team that help her stay on top of compliance changes. "ADP is our backbone. They have the expertise to assist you and guide you on how to handle everything HR."

The benefits plans have also made an impact on Andrew Vasquez, Inc.'s employee retention. "We have more personalized options, which people really appreciate. And the technology, especially the mobile app, makes it so easy to enroll and make changes."

Most importantly, both Videri and Andrew Vasquez, Inc. gained the strategic HR support that allowed them to scale with confidence — free to focus on growing their businesses instead of wrestling with HR administration headaches.

Tracey sums it up: "ADP is awesome. They give us perspective and guidance on situations we could never navigate on our own."



Growth through partnership: About ADP TotalSource

Named the #1 PEO for small business owners by Forbes, ADP TotalSource is IRS-certified and the nation's largest PEO. Find out how your business can take advantage of business-building technology, data-driven insights and the support of HR experts invested in your success.

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1. PEO Industry Overview, National Association of Professional Employer Organizations, 2025.