

Case Study: Advantec

# Capitalize on New Market Opportunities



Advantec uses SynchSource to create and manage tailored HR solutions for each of its 700 clients, improving client satisfaction AND reducing support costs.

“We evaluated the other leading vendors, but SynchSource was the only one that shared our vision of customer empowerment using self service, automated security and adaptable workflow, while offering the right licensing model to meet our strategic needs.”

**Dianna Sheppard**, CEO, Advantec

## Customer:

Advantec provides creative and flexible outsourced HR solutions for small and mid-size companies in a variety of industries. Advantec’s adaptable tools and technologies, and on-demand consulting services, help clients handle key HR functions so they can concentrate on top business priorities. Founded in 1999, Advantec serves more than 700 clients in all 50 states.

## Challenge:

Advantec’s aging one-to-many service platform (PeopleSoft) forced clients to adapt processes to suit rigid, pre-defined workflow. To better meet the broadly varying needs of its clients with solutions tailored to their existing processes, Advantec wanted to implement a true multi-client, multi-tenant platform that would support the way each client wanted to work.

## Solution:

SynchSource lets Advantec create HR solutions that are adapted to support unique client workflows and processes. SynchSource’s multi-tenant architecture allows unique solutions to be affordably created for hundreds, or even thousands, of clients. Because it is a component-based system, SynchSource makes it easy to combine HR, Benefits and Payroll functionality, and integrate with other applications.

## Results:

- Solutions can now be easily and affordably adapted to support every client’s unique processes.
- Client satisfaction has increased at the same time that service costs have been reduced.
- Opportunities for growth have expanded as Advantec can now pursue new service offerings, larger accounts and new business segments.
- Paper-based processes have been eliminated.
- Labor investment is now more productive as it serves higher value client needs.

## Challenge

Advantec has always considered technology to be a strategic part of their business. From its inception, the company focused on applying the best available technology to serve its clients. That's why Advantec selected the leading HRMS vendor, PeopleSoft, when it began operations in 1999.

Over the years, Advantec made PeopleSoft serve its multi-client, multi-tenant needs through extensive customizations and the use of PeopleSoft's latest Web technologies. However, customization was expensive and time consuming.

By 2006, it became clear that continuous improvements to a traditional enterprise platform were not the best way for Advantec to serve its clients, or run its business. The costs for customization were simply too high, and the one-to-many architecture placed too many constraints on Advantec's ability to create useful client solutions. They were also limited in the ways they could price and license their solutions to serve new markets.

## Solution

Advantec needed a new platform that was architected in a fundamentally different way. Rather than technology meant to provide lots of customers with one approach and forcing them to adjust, Advantec wanted a platform intended to serve lots of customers with unique solutions. The platform had to quickly and easily adapt to support clients' current processes.

After looking closely at the leading vendors, Advantec discovered they all had the same shortcomings. All were built around rigid administrative architectures, and none were able to provide a licensing model that would allow Advantec to adapt and brand the new platform as they wished.

SynchSource, on the other hand, provided key differences:

- Platform was flexible enough to allow each customer to model exactly how they would like processes to work with respect to organizations, cost centers, labor distribution, relationships and more.
- User experience was created with self-serve in mind so end users can do just about everything on their own, without intervention from managers or administrators.

## About SynchSource

SynchSource Inc. has developed a suite of open source HR, workforce management, benefits, and payroll solutions that are rapidly establishing the company as a leader in the service bureau software marketplace. SynchSource's fully integrated platform provides Human Resource Outsourcers (HROs), Professional Employment Organizations (PEOs), Payroll Outsourcers, Benefits Administration Outsourcers, and other service providers with a SaaS delivery model designed to empower their clients, accommodate unique requirements without customizations, reduce overall administrative support costs, and provide more value-added services at improved margins. The patented time-relational data model and the patented workflow and security engine are at the core of the SynchSource platform.

- Patented security model used attributes set up by the client to implement roles, rules, access and workflow. As attributes change, security is updated automatically, with no security maintenance required.
- Platform can be white-labeled so outsourcers, and even their end clients, can match the look and feel of their existing intranet and other client interfaces.
- Licensing model provides flexibility in the way client solutions can be priced and sold.

## Results

With SynchSource now in place as their strategic platform for HR, Benefits and Payroll, Advantec is positioned to capitalize on new market opportunities.

### Customer-centric Solutions

The multi-client, multi-tenant architecture of SynchSource means Advantec can now easily and inexpensively create, deploy and support unique solutions for as many clients as they wish. The platform no longer constrains their ability to meet unique client needs or tackle new client segments.

### Real Self-serve Functionality

Advantec's clients now find a familiar and easy-to-use environment for key HR processes. The friendly user interface and adaptable processes mean more work is completed by end users, reducing administrative burden and cost. The end result is higher client satisfaction and retention.

### No Security Maintenance

The elaborate and time-consuming processes Advantec used to rely on to maintain security for its clients are gone. No more "requests for access" as personnel enter, move around and leave client companies. This entire support expense is eliminated as SynchSource's security model automatically updates with each change.

### Improved Margins

With paper-based processes eliminated, security updates taking place automatically and clients making their own payroll adjustments, Advantec's support costs have been dramatically reduced and profit margins improved.

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