



ADP manages Dawn Food's bakery payroll



The next time you stop for a coffee and a Danish pastry, doughnut or cinnamon swirl, there is a high probability that you will be eating one of Dawn Food's products. As one of the world's largest independently owned bakery manufacturers and distributors, Dawn Food Products literally girdle the earth. Based in America and established in 1920 by the Jones family as a doughnut bakery store, the company's doughnut mix became so popular that they began to sell it to their competitors. The Jones' family, now in its third generation managing the firm, appointed Carrie Jones-Barber as its CEO in 2006, who today oversees the company's 4,000 employees world-wide. Proud of its family tradition, the company supplies a complete line of high-quality, consistent mixes, bases, icings, glazes, fillings, ready-to-bake products and ready baked products as well as equipment to the food industry worldwide.

Rob Howell, the company's Finance Manager for Europe, is responsible for the accurate and timely payment of salaries to Dawn Food's employees in the UK, Holland, Germany and France. The retirement of the company's UK payroll manager prompted a complete review of payroll management in Europe. Rob considered the benefits of recruiting someone new in order to maintain the process in-house versus outsourcing. In Holland and Germany, the company had been using its auditors to run the payroll and, as the businesses grew, was looking for a more coherent strategy for Europe. Concurrent with the review of the UK's payroll provision, Rob saw this as an opportunity to look for a way of consolidating Dawn Food's payroll management costs and efficiencies across his territories. Rob found the best fit for most of his needs was ADP Gold, from the world's number one payroll and employee management services company, ADP. "We were interested in finding a common platform for managing and reporting payroll," explained Rob.



Dawn Food's continued.....

Rob spends some of his time traveling from one country to another and says "While the hotel rooms begin to look the same, the idiosyncrasies of the payrolls are all very different". Unlike the other European operations for example, the UK pays the majority of its staff every week. "It is a little more complex than that. We actually run four payrolls in the UK. About one hundred of our UK staff are paid on the weekly payroll. That group has many variances that we need to track and relay to ADP. The other three payrolls are monthly, but divided into groups. The main group is clerical and middle management, the next group is the senior management and added to this we are set up to handle ex-patriot employees independently from the rest. We separate that element out because the tax rules are so different" he says.

Rob depends on ADP to make sure that his payroll works perfectly. "The transfer over to ADP's managed service, 'ADP Gold' was easy, and the service has been very good." Explaining why Dawn

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Food Products selected ADP in Europe, Rob says, "ADP uses its own people, so we know we are getting expert ADP people to look after our payroll. It is also useful that, wherever we use ADP, they also speak English." Rob hasn't had to make any major revisions to the service, and with the exception of "a little tinkering," Dawn Food Products has been successfully using the service unchanged since day one. Dawn Food's Dutch production centre has been enjoying significant growth, and the business is going very well. As Dawn Food's business broadens, ADP's reporting tools are developing in tandem so that Rob is able to manage and control the many different payrolls even more efficiently.

About ADP

ADP is the largest supplier of payroll services in the world. Present in 29 countries, paying 32 million people around the world every payday, and with over 50 years of unrivalled experience, ADP manages a wide range of payroll, benefits and HR administration and helps organisations to control their costs, streamlining their often labour-intensive processes, so freeing up personnel to concentrate on core business activity.

