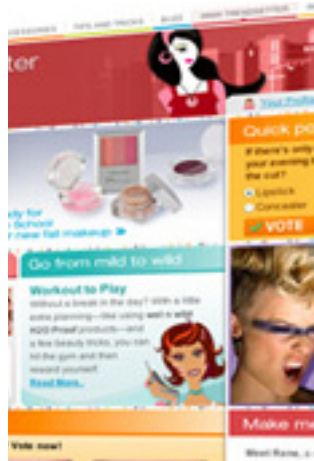


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## Saving Costs & Improving Information Management With CertiPay For a More Efficient Payroll & HR Process

## CASE STUDY

### The Company

archer>malmo was founded in 1952 by Ward Archer, Sr., as Ward Archer and Associates. In 1991, the firm acquired John Malmo Advertising in Memphis, making it the largest agency in Memphis and the Mid-South area. Today, archer>malmo is the largest marketing communications agency in Tennessee and one of the largest in the Southeast, providing public relations, experiential marketing, interactive strategy, creative and media buying services.

The agency's public relations practice is the largest in the Mid-South area, representing a broad range of business categories in business-to-business and business-to-consumer PR on a national level and attracting PR talent from across the United States. [www.archermalmo.com](http://www.archermalmo.com)

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*"...[CertiPay] is so easy that someone always responds to us timely, we can get our reports in word and excel now and we like the interface of the benefits enrollment and with [our] Advantage Software..."*

### The Challenges

archer>malmo has been serving clients for more than 50 years and has been recognized as one of the "fastest growing businesses" in the country. Along the way, archer>malmo acquired a team of employees spanning across the nation. Now more than ever, Human Resource & Payroll solutions play a critical part within the company's infrastructure. As the company grew, maintaining Payroll, Human Resources, and Benefits became less efficient with their current payroll provider.

With growth came intermittent employee changes, additional tracking and reporting requirements. The costs and communication between archer>malmo and their current payroll provider became increasingly more difficult. archer>malmo recognized that it was time to find a HR Payroll system that would be able to withstand and adapt to the company's needs while still maintaining a personal connection.

### The Success

Having an easy to use and integrated HR Payroll system, has simplified much of the HR, Benefits, and Payroll process for archer>malmo. The company has not only become more efficient with their processes, but also can now rely on accurate and up to date information. These services provide archer>malmo with the flexibility and control needed over this part of their business. The CertiPay & archer>malmo relationship is built on a complete understanding of archer>malmo's needs. It is CertiPay's commitment to provide archer>malmo with the most cost effective and efficient solutions available in the market today.

### More about CertiPay's Service

CertiPay offers a user friendly HR Payroll software solution, and provides the training and support necessary to maximize all that this technology can offer. To find out how CertiPay can help streamline your operations and enhance your bottom line, please contact us at **800-422-3782** or visit our website at [www.certipay.com](http://www.certipay.com).

### The Solution

CertiPay offered archer>malmo an affordable easy-to-use full service HR Payroll & Benefit solution that included integration with Advantage, the company's timesheet and job tracking software, not only saving time, but also, ensuring data integrity across databases. CertiPay has over 100 standard reports and the ability to export reports using CertiPay's built-in report writer which has afforded archer>malmo the flexibility, control and reliability to maximize their employee management without the usual overwhelming cost constraints.

CertiPay has a philosophy of live people extending the human touch with personalized customer service. Along with CertiPay's ability to deliver first class solutions for an ever changing environment, their service and product, were only a few of the reasons that archer>malmo considered when choosing CertiPay as their payroll provider. CertiPay has helped archer>malmo organize and execute human resources functions efficiently.