



# Building Adaptable, Scalable People Processes

**As business ebbs and flows,  
the complexities around people  
management increase**

Whether your company is currently enjoying a period of sustained success or facing a downturn, you need the tools and technologies to adapt to an ever-changing competitive landscape. Industries evolve, shaped by changing consumer preferences, emerging technologies, and new economic realities.

Human Capital Management (HCM) platforms help organizations quickly pivot their people operations to adapt to sudden — and sometimes radical — changes in the market and their daily business. More importantly, HCMs can help back office teams get out of the administrative weeds so they focus on the key strategies that drive business growth and increased revenue through greater productivity, while maintaining corporate culture over long periods of time and through significant times of change.



## WHY COMPANIES ARE TURNING TO HCMs TO ENGAGE AND MANAGE EMPLOYEES

Business is more complicated than ever and the only way to survive — even thrive — amid constant change is to rely on the creativity, innovation, and engagement of your workforce. That means making sure your business is constantly recruiting, hiring, training, and engaging with the best talent available.

However, achieving those goals is often easier said than done since many organizations lack insight and visibility into vital operations such as headcount projections, current spending levels, and revenue modeling that influences hiring and resource availability. They depend on time-consuming manual processes and siloed operations that create visibility gaps and inefficient workflows or processes that make quickly reacting to changing business demands nearly impossible.

HCMs help teams connect the dots and simplify otherwise complex operations. The solutions combine raw data from various sources like HR, payroll and accounting, and benefits administration systems and enable deep-dive analysis to help your team make sound decisions quickly and help your organization adjust to new challenges and opportunities in near real time.

MODERNIZING HR FOR THE NEW SPEED OF BUSINESS

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These tools make it easier to understand, control, and optimize every aspect of your core people operations — from recruiting and compensation modeling to continued learning, time and attendance, and performance management — all within a single platform. Integrating Human Resources Management, Benefits Administration, and Payroll means information is centralized so that a change in one data set automatically updates all of the others, giving you a seamless, current and accurate snapshot of your workforce and helping you address new challenges and changes the moment they arise, not months later.

## When Is the Time to Invest in an HCM system?

There's never a wrong time to invest in an HCM solution. Whether you're enjoying prolonged prosperity or staring down an economic slump, HCMs bring value and essential insights that help you continue your winning streak or quickly reverse your bad fortune.



### When your business is booming

Maybe you're experiencing meteoric organic growth from new contracts or projects or are planning to open new locations in different markets to seize new opportunities. Or perhaps you've merged with another organization to improve your market position and reach.

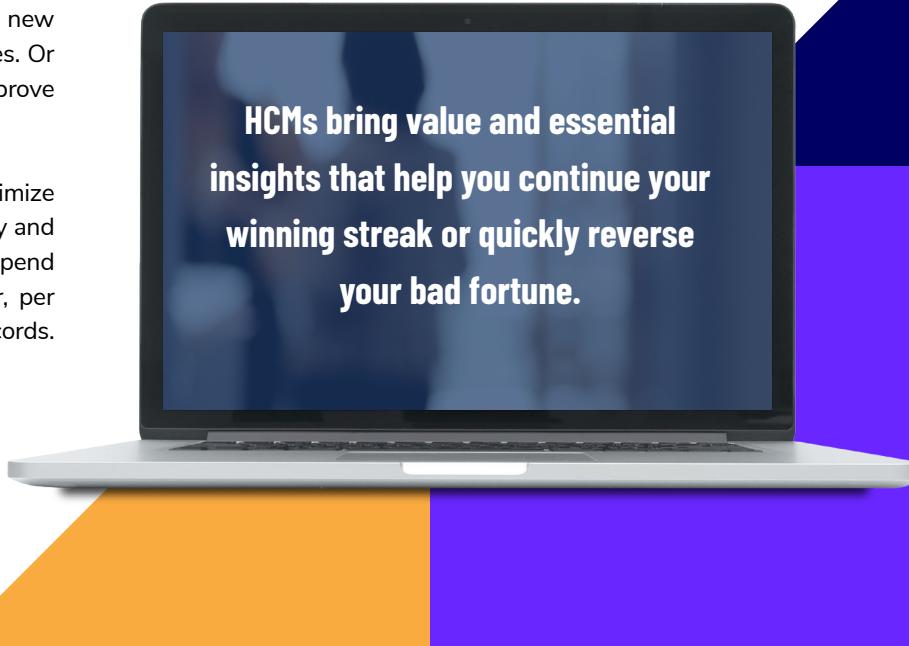
Now is the perfect time to streamline, automate, and optimize your corporate HR operations for maximum productivity and profitability. Research suggests that HR professionals spend up to 15% of their time — over 300 hours per year, per person — on routine tasks like maintaining employee records.

Wasting time on low-level, repetitive tasks takes your team away from more important activities like recruiting, creating more attractive benefits packages, and developing learning programs that fuel and sustain your growth. Using an HCM to automate routine tasks and shortcut more complex processes with tools like one-touch background checks and automatic training enrollment helps you continue to capitalize on new hiring, training, engagement, and culture-building activities that help you win.



### Your business has challenges

Even when things aren't going as well — you're facing new threats to your business such as a public health crisis or an economic slump — HCMs can play a vital role in turning the tides. While it may be hard to think about spending money on an HCM platform when budgets are already tight, many organizations often find it to be just the strategic investment they need to get back on track.





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## An HCM for the Ups and Downs of Your Business

Whether you're in a period of peak performance or still struggling to turn things around, HCM solutions can help you achieve the agility to quickly and effectively react to ever-changing business demands. Accelerate recruiting to reach new talent before your competitors, use data to confidently move team members into new roles to address short-term gaps, and automate time-consuming tasks to help your HR team members focus on higher-value activities that make them an indispensable strategic asset to the organization.

You may be facing tough decisions on employee furloughs and layoffs or compete in an industry marked by traditionally high turnover and razor-thin margins. Even as morale sinks to rock bottom amid declining revenues and increasingly more paperwork, your remaining team needs to do more work with fewer resources. Worse, all the staff changes (and associated changes in payroll, benefits, and tax exemptions) must also be accounted for — accurately and in accordance with myriad industry and government regulations.

An HCM is the ideal solution for gaining deeper, real-time insights into the health of your business and better understanding opportunities for more efficient and cost-effective operations. These tools make it easier to compare current staffing and budget levels with projected income to more precisely target cost cuts, communicate them openly with your team, and automatically address any tax and compliance issues while your HR team handles the more delicate human interactions.

### **PrimePay HCM enables greater business agility and adaptability by helping to:**

- **ACHIEVE OPERATIONAL EFFICIENCY.** More than being productive, the platform can help you do more with the time and talent you have.
- **CREATE A CULTURE OF EXCELLENCE.** Implementing the strategic technological tools helps identify, address and enhance your culture, which leads to improved recruiting, retention, engagement and financial performance.
- **GAIN RICH BUSINESS INSIGHTS.** Real-time insights and data help you delve deep into your organization, so you can make critical strategic decisions with confidence.