

## More Businesses Seek Outsourcing for Ancillary Services

By JUDI E. LOOMIS

The old adage "Time is Money" has never rang truer than in business today. Typically, emerging entrepreneurs, medium-sized businesses and industries, and large corporate organizations have little time for anything else other than their immediate business at hand. For that reason, business owners are securing outsourcing of ancillary services such as payroll, human resources, business coaching and accounting. Ultimately, the professionals in these areas will give business owners exactly what they are striving for ... the time to do the work they do best.

"Most organizations, big and small, public or private, have a need for services offered by CPA firms," says Kevin Feldman, business development director for BKD, a CPA advisory firm providing audit, tax and a variety of consulting services. "All publicly-held businesses, banks and many not-for-profits are required by various regulatory agencies to have their financial statements audited by external auditors. CPA firms like BKD follow strict auditing standards and procedures to assure stockholders, employees, lenders and the public that these organizations are accurately presenting their financial condition. In other instances, the resources simply may not be available in-house and will engage BKD to assist with accounting needs, tax, compliance or strategic business planning."

Manpower has been operating in the Fort Wayne area for over 43 years, and offers a full-range of customized workforce solutions on a local, national and global scale. Particularly in the staffing area Manpower specializes in Administrative-Contact Center, Industrial, Engineering, IT, Finance, Scientific and Telecommunications.

"Manpower is a global company with over 4,300 offices in 67 countries," says Debra Clem, executive vice president of Manpower/Lansing, Mich. "Our full range of flexible staffing options include, long or short-term staffing, direct hire, contract and contract-to-hire solutions. We also have a dynamic Predictable Performance System that includes systematic screening, validated testing, specialized skills training and accurate matching to work requirements. We work with each individual employer to identify customized workforce solutions that contribute to a company's performance and bottom line results."

Who benefits the most from these professional services? "Probably an entrepreneur who is starting up or basically anybody who wants to save money by hiring someone to do their payroll," says Gail Gerber, payroll accounts manager for Premier Payroll in Fort Wayne. "The real benefit of outsourcing these tasks is that you can trust that companies like ours are staying on top of the rules, compliance and regulations. If a company hired someone to do this in-house they would be paying out anywhere from \$30,000 to \$50,000 a year."

Feldman agrees, adding that BKD's clients are reassured that they are continually investing in training programs and staying up-to-date with the changing tax laws. And because of their size and large client base, they can bring dedicated industry experts in ... advisors who focus their time in specific industries.

"Our size as one of the 10 largest firms in the nation provides us with the ability to offer our clients knowledge and experience far beyond just one individual or service," adds Feldman.

However, not all payroll, human resources and tax preparation companies are equal. Companies who are considering outsourcing these tasks should take into consideration a service organization's reputation and be selective in the process.

"They should invest the time to research at least two to three staffing services and identify if the organization's geographic footprint is a good fit for their needs," adds Clem. "They should also ensure that their outside source is financially established and committed to the community. Also, it is important to invest the time to review the staffing service's human resource technologies and methods for recruiting,

selection and workforce retention. In my opinion, that is critical!"

Gerber adds, "One of the phrases I always use when I am giving a presentation to potential clients is 'protect your payday.' I love to provide a payroll solution for someone where I can save them both time and money."

## EXECUTIVE SUITES

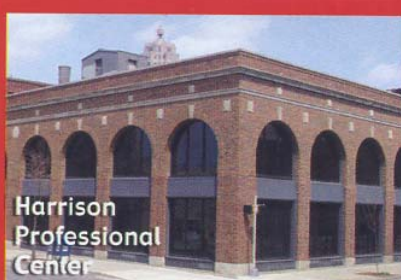


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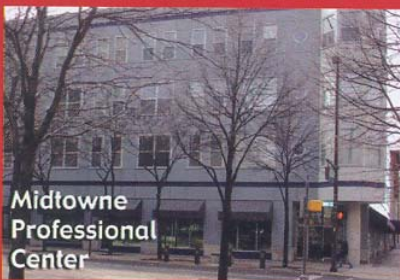
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