



# THE DREAM TEAM: DELIVERING PAYROLL EXCELLENCE FOR SIMBA

## Quick facts

**Company:**  
Simba

**Headquarters:**  
Bristol, United Kingdom

**Industry:**  
Retail

**Employees:**  
70+

**ADP Products:**  
ADP iHCM and ADP Real Time

## Introduction

Simba Sleep is a name that's become synonymous with the pursuit of sleep. They're constantly pushing the boundaries to give people a better night's rest. What began as a family thread business has since woven its way into 50 million mattresses in over 35 countries. Chances are, the mattress you're sleeping on tonight owes something to Simba's beginnings.

At Simba, sleep innovation never stops. Their experts use data from millions of body profiles to make better beds. Their team, now over 70 people, has one goal: to help the world get better sleep, one mattress at a time.

## Bigger business dreams demand a bigger payroll solution

As the business expanded, so did the need for a payroll partner who could keep pace with it. Simba needed a solution as adaptable and scalable as their ambitions. They sought a partner who could offer a flexible service, flawless HMRC compliance and reliability to support their expanding UK team. After all, ensuring their employees are paid accurately and on time is just as important as delivering a good night's sleep. It's why they first turned to ADP to provide their HCM solution in 2017.

## Making payroll effortless

In 2024, Simba Sleep upgraded to ADP's iHCM solution, a cloud-based platform that simplifies payroll and HR management in one scalable, compliant solution. The switch was, in their words, 'effortless and seamless'. Soon after, they also added a time and attendance solution, ADP Real Time, to their business too.

ADP's iHCM platform gave Simba everything they need to run their payroll and manage their people — all in one place. Being cloud-based means the team can access it anywhere, from any device. Staff can see their own payslips, update details and more — while HR can be confident that everything stays compliant and up-to-date.

Adding ADP Real Time also changed things for the better. The team no longer has to juggle bits of paper or chase spreadsheets — now everything is logged digitally and accurately. It means there's less admin and fewer mistakes, and it's easier to keep up with the latest employment laws.



Always Designing  
for People®

“ADP are a well-known, safe brand, with a responsive service.”

— Payroll Owner  
Simba Sleep

Now getting payslips and payroll documents is easier for everyone — everything's online, secure and simple to use. The ADP service gives Simba what they wanted: control over the process, but with the reassurance of ADP's stability and compliance behind them.

### Reliable support all the way

What really made the difference for Simba was service. When questions or issues come up, ADP responded quickly and with the right expertise.

“Support is the best, the service team is responsive, it does exactly what it says on the tin.” Jalen Davis, Management Accountant, Simba Sleep.

That peace of mind means Simba can focus on what's important — making better mattresses and helping their customers get a great night's sleep.

The partnership between Simba and ADP is ongoing. For Simba, having the right payroll partner is not just about technology, it's about trust too. They know their team is looked after at every step of the payroll process. With ADP's expertise behind them, they can look forward to the future with total confidence.

Because great rest starts with a happy, supportive team.

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