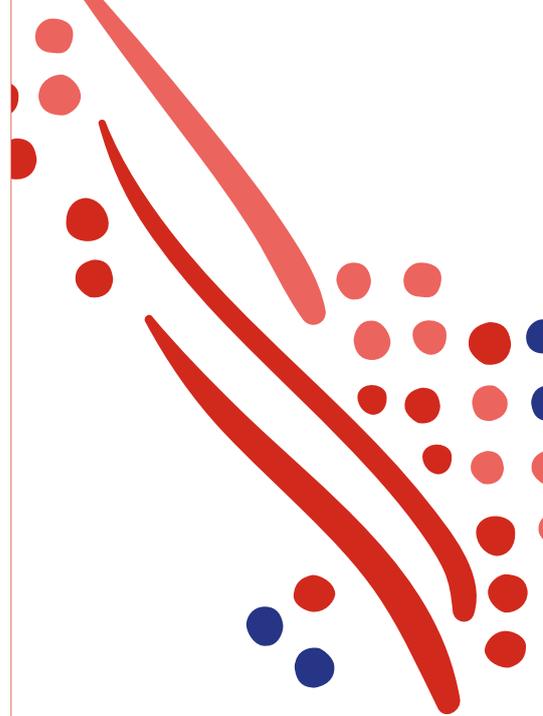


ADP manages Dawn Food's bakery payroll



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The next time you stop for a coffee and a Danish pastry, donut 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 donut bakery store, the company's donut 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 and equipment to the food industry worldwide.

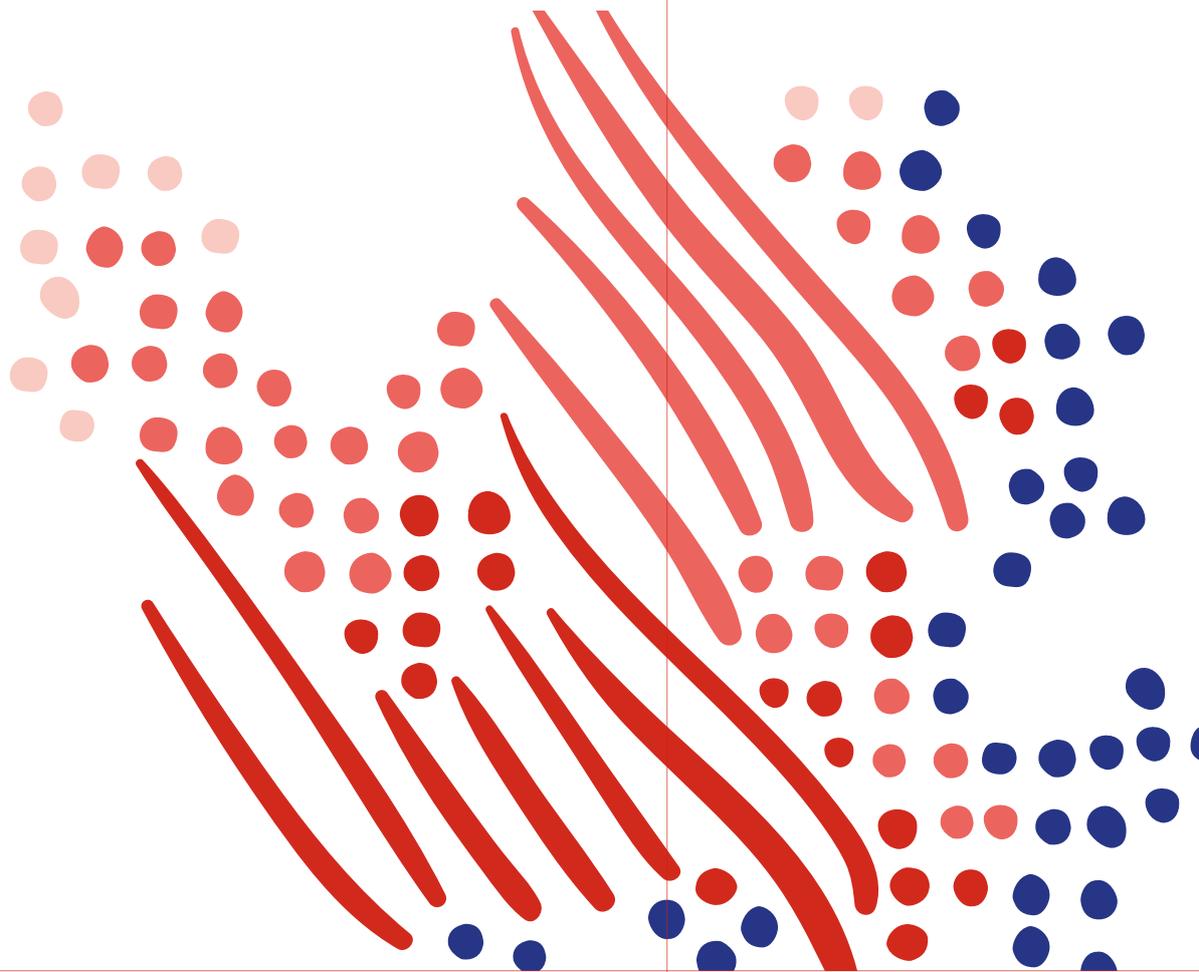
Rob Howell, the company's finance manager for Europe, is responsible for the accurate and timely payment of salaries to Dawn Food's employees in the UK, Holland, Germany and France. The retirement of the company's UK payroll manager prompted a complete review of payroll management in Europe. Rob considered 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 at 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.



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.

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