



January 14, 2016

Rush Enterprises Implements Integrated ADP Vantage HCM Solution to Drive Human Resources and Payroll Efficiencies for Its 7,000 Employees

ROSELAND, NJ--(Marketwired - Jan 14, 2016) -

- | *Transforms open enrollment with consumer-grade user experience.*
- | *Streamlines use of and access to payroll processes and information.*

Since 1965, Rush Enterprises has been steadily growing its network of commercial vehicle dealerships in the United States and evolving its position as a premier service provider to the commercial vehicle industry. Today, some 50 years later, Rush Enterprises has successfully built a 7,000-strong workforce whose human resources and payroll needs have evolved as well. To meet those needs and help drive future growth, Rush Enterprises has implemented an [ADP Vantage HCM®](#) solution.

Kipp Sassaman, vice president of human resources at Rush Enterprises, said the most critical business issue the company faced was upgrading and unifying a number of disparate HR systems to maximize efficiency and give business executives better access to data. ADP also is providing payroll, time management, benefits administration, recruitment, screening and selection services, electronic I-9 compliance screening, and wage garnishment.

"ADP is helping us move HR at Rush Enterprises from an administrative function that focuses on transactions, to a model where HR is a strategic business partner that focuses on transformational initiatives to help our business continue to succeed," Sassaman said. "That's enabling us to add more value to our business, and that's exactly what HR should be doing."

Dave Imbrogno, president of HR, Payroll and Talent Solutions at ADP, said he was pleased to see Rush relying on the integrated ADP Vantage HCM platform to help the company improve its overall business and give employees easy access to the information that supports their work and life decisions.

"A growing number of clients who are leaders in their industry, like Rush Enterprises, recognize ADP for the entire spectrum of human resource and payroll solutions we provide," Imbrogno said. "It's gratifying to see Rush Enterprises implement an integrated solution that will give their employees a consumer-grade, easy-to-use platform to help them manage everything from basic time and attendance to compensation, benefits and HR analytics."

Rush Enterprises operates Rush Truck Centers, the largest network of commercial vehicle dealerships in the United States, with 120 dealership locations in 21 states representing truck and bus manufacturers, including Peterbilt, International, Hino, Isuzu, Ford, IC Bus and Blue Bird. As the company has expanded, melding multiple HR systems became a central challenge.

"Our previous system was in place for 12 years," Sassaman explained. "It had been customized to the point where it could no longer accept system upgrades or releases, creating a lot of manual workarounds. The high degree of customization made it very difficult to access our data, which we wanted to use to help us make better decisions. But we didn't have good line of sight into our data. There was far too much guesswork."

Sassaman's previous experience with ADP Vantage HCM made him a staunch advocate for its implementation at Rush.

"We wanted a single, fully integrated platform and there weren't a lot out there," Sassaman explained. "I knew ADP could give us the integration we needed. I also recall from my previous experiences with ADP that the quality of the implementation team was top notch. They did a great job and guided us through the whole process, so implementation was one factor that contributed to our decision to implement ADP. Another was the quality of the platform and the fact that it's so well integrated."

Sassaman said that in addition to the quality of ADP's technology and its implementation capabilities, he also valued the company's expertise in all aspects of human capital management.

"ADP's expertise was a big factor in our decision-making process," Sassaman said. "The one thing we've asked the ADP team to do is to keep us honest. We don't know what we don't know. We want to know what 'best practices' are in HCM

implementations elsewhere. We want that expertise and we want to be pushed. ADP is doing that."

Helping its human resources organization become more efficient also was a high priority, Sassaman said.

"For instance, our open enrollment process was still paper-based," Sassaman explained. "We had to do a lot of hand-keying of information into the system. Self-service really wasn't there. And we were using a proprietary time-keeping system that didn't talk to our other systems, causing a lot of manual entry."

Rush Enterprises also wanted to make its system more user-friendly for its employees and expand on the capabilities they use most often.

"The ADP Vantage HCM system will give employees better information about benefits enrollment, as well as their W2s and paystubs. It should reduce the number of clicks they have to go through to get to information they need.

"ADP's talent management capabilities will be a great tool, as well, to help our managers discuss performance in a uniform way, focused on business goals and formalized pay plans," Sassaman continued.

Ultimately, Sassaman said, the successful implementation of these new capabilities came from a high level of commitment and engagement by the combined team of people from Rush Enterprises and ADP, all working together.

About ADP

Powerful technology plus a human touch. Companies of all types and sizes around the world rely on ADP's cloud software and expert insights to help unlock the potential of their people. HR. Talent. Benefits. Payroll. Compliance. Working together to build a better workforce. For more information, visit ADP.com.

About Rush Enterprises, Inc.

Rush Enterprises, Inc. is the premier solutions provider to the commercial vehicle industry. The Company owns and operates Rush Truck Centers, the largest network of commercial vehicle dealerships in the United States, with 120 dealership locations in 21 states. These vehicle centers, strategically located in high traffic areas on or near major highways throughout the United States, represent truck and bus manufacturers, including Peterbilt, International, Hino, Isuzu, Ford, IC Bus and Blue Bird. They offer an integrated approach to meeting customer needs -- from sales of new and used vehicles to aftermarket parts, service and body shop operations plus financing, insurance, leasing and rental. Rush Enterprises' operations also provide vehicle up-fitting, CNG fuel systems, vehicle telematics products, chrome accessories and tires. For more information, please visit www.rushenterprises.com.

The ADP logo, ADP and ADP Vantage HCM are registered trademarks of ADP, LLC. ADP A more human resource. is a service mark of ADP, LLC. All other marks are the property of their respective owners. Copyright © 2016 ADP, LLC.

ADP-Media

Contact Information

Media Contacts:

Kate Rankin
ADP
201 452-1803
Kate.rankin@adp.com

Karen Konecny
Rush Enterprises
830 302-5210
konecnyk@rushenterprises.com