



*Small business is good for America.  
Administaff is good for small business.®*

Administaff, Inc.  
Kingwood, TX  
www.administaff.com

### Industry:

Professional Services

### Annual Revenue:

US\$1.57 billion

### Employees:

117,301

### Oracle Products & Services:

Oracle CRM On Demand

**“Oracle CRM On Demand helped to position us for the continual growth expected in the next five years. Oracle really helped us to improve the way we managed our sales pipeline—providing us with the visibility we needed to improve sales forecasting.”**

– Jim Eastin, Managing Director,  
Sales Operations, Administaff, Inc.

## Administaff, Inc. Centralizes Sales Processes and Improves Forecasting with CRM Solution

Administaff, Inc. is a human resources outsourcing company and one of the leading professional employer organizations (PEOs) in the United States. The company provides services to small and mid-sized companies, including payroll and benefits administration, workers' compensation programs, personnel records management, and employee recruiting. Administaff's client companies are primarily engaged in the business, financial, and computer services industries.

### Challenges

- Improve sales process management
- Enable the company to scale with anticipated growth within the sales organization
- Gain greater visibility into sales force processes and improve forecasting capabilities

### Solution

- Deployed Oracle CRM On Demand to 500 sales and administrative users to centralize and standardize sales processes, thereby improving sales force and sales management investments
- Enabled sales representatives to access accurate, up-to-date sales data from a centralized location, helping to reduce duplicate efforts by multiple people
- Allowed Administaff to build its sales methodology into the Oracle CRM On Demand system—simplifying the process for end users
- Standardized the sales pipeline to ensure that everyone gains access to the same information, which helped to improve visibility and forecasting abilities
- Leveraged analytics to provide senior management with a comprehensive view of all activities—allowing them to drill down into information by divisions, regions, and district offices
- Improved sales productivity by enabling district managers to pull reports or analytics in five minutes as opposed to two hours
- Provided a flexible solution, enabling the company to make changes to the system in real time
- Simplified usability and ensured quick user adoption