



## GeoDigital

Gains Control of its Rapidly Growing Workforce With Streamlined Payroll & Cost Visibility



### GeoDigital

**Industry:**

Energy/Utility, Computer Services, Software

**Headquarters:**

Hamilton, Ontario, Canada

**Polaris Solutions:**

TimeAttend, TimeCost and WebExpense

## Benefits

- Faster, more accurate and streamlined payroll processing
- Greater visibility into project costs and employee time allocations
- Scalable, flexible solution that easily adapts to growing workforce needs

## Company Profile

GeoDigital International Inc. is a privately held corporation with a 20-year history of leadership in geospatial information management solutions for the utilities, engineering and transportation industries. With offices located throughout Canada and the United States, GeoDigital has mapped more than 300,000 miles and more than 1.8 million electrical structures worldwide utilizing proprietary scanning and imaging technology.

## The Challenge

GeoDigital was experiencing rapid growth due to the success of its proprietary geospatial information management technology. This growth was being fuelled by high demand for its services in the utilities industry to provide accurate mapping of electrical right-of-ways as well as the company's expansion into new markets such as telecommunications, transportation, and area mapping. In order to support this growth, the company was anticipating that its workforce would almost triple in two years and quickly realized that its current solution for tracking and managing employee time was no longer efficient, nor scalable.

Employees had historically entered time on individual spreadsheets with varying formats, lacking uniform structure, project coding, and process for managing approvals. Lack of a uniform system and process for employees also required two full-time payroll staff members over three days just to process payroll. Additionally, GeoDigital had different types of employees, including field staff, and was challenged with integrating hours against two different payroll companies – ADP for employees in Canada and Paychex for employees in the United States. Furthermore, with the current employee use of spreadsheets, the company had limited ability to ensure accuracy, nor any efficient way to track, allocate, and have any visibility into employee time on projects.

In an effort to improve the situation, GeoDigital began to look into developing its own time-tracking solution, but quickly discovered that it was not robust enough to seamlessly scale against the company's growing workforce. The internally developed solution was not able to effectively manage workflows and approvals and a stronger control mechanism was needed to ensure accurate reporting and address issues with project reporting requirements.

## The Solution

Manager of Corporate Applications Jessica Vreeswijk quickly realized that the only way to immediately resolve the issue and ensure scalability was to move towards a cloud-based, SaaS solution. With Polaris' cloud-based time tracking and management solution – TimeAttend and TimeCost – GeoDigital could ensure anytime, anywhere access and also scale accordingly with no disruptions to their rapidly expanding business. Having a Web-based solution was key for GeoDigital's dispersed workforce and particularly important for field staff working in remote locations on projects.

With limited IT resources, Vreeswijk was also able to take advantage of Polaris' quick implementation and not to worry about having to provide additional technical support for users. Polaris also gave them an integrated solution to track employee time against various projects, something that the company had never been able to do before.

"After implementing Polaris, we began to immediately realize the benefits of our investment with payroll processing reduced from three days with two payroll clerks to two days with one payroll clerk, even with integration into two different payroll systems," said Vreeswijk. "This vast improvement in efficiency and productivity happened even as we tripled our workforce, providing a seamless, scalable solution. In addition, we were able to quickly bring in the employees from companies we acquired this time without increasing the payroll processing requirements."

"The ability to manage the costs associated with our rapid growth was paramount," said Vreeswijk. "With our Polaris SaaS solution we could see how growth was going to impact costs and plan accordingly."

## The Results

### Streamlined Payroll

With an easy-to-use, cloud-based solution with TimeAttend, GeoDigital employees now have anytime, anywhere access to a uniform, yet customizable timesheet that ensures accurate time tracking and managers now have a more convenient way to review and approve hours. TimeAttend is providing a much-needed process that enables integration with ADP and Paychex, reducing payroll processing from six processing days to two processing days.

### Cost Visibility and Projection

Prior to Polaris, GeoDigital had limited ability to track employee time against various projects, making it difficult to ascertain not only how much time was being spent, but also how much projects were actually costing the company. With Polaris, GeoDigital could now clearly track and monitor project hours on a real-time basis, giving employees and managers greater visibility towards more efficient project management.

### Scalable, Seamless Solution

Implementing a SaaS solution powered by the cloud meant GeoDigital could easily add employees and expand locations without the worry of any interruptions or disruptions to business. Polaris' solutions provided a seamless transition, with regular upgrades, no downtime, and the ability to expand with a rapidly growing workforce.



**“The ability to manage the costs associated with our rapid growth was paramount. With the Polaris SaaS solution, we could see how growth was going to impact costs and plan accordingly.”**

*Jessica Vreeswijk, Manager of Corporate Applications, GeoDigital International*



## About Polaris

Polaris, the world's first Self-driving PSA, has created a new category for Professional Services Automation. For the first time, leaders get intelligent help with decision making as Polaris does the heavy lifting, analyzes real-time data, and delivers live recommendations on the best possible choices for them to decide from. Polaris is created by the team at Replicon, the Time Intelligence company, with over 25 years of industry leadership in enterprise time tracking. Replicon supports thousands of customers across 70 countries, including PwC, SAS, NTT, NSC Global, Omnicom, and Aon.

To learn more, visit [www.polarispsa.com](http://www.polarispsa.com)



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### Contact Us

[sales@polarispsa.com](mailto:sales@polarispsa.com)

North America: **1 877 762 2519**

Outside North America: **+800 7622 5192**

[www.polarispsa.com](http://www.polarispsa.com)