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Sneak Peak:

**Solution Satisfaction Trends 2011 Report
Executive Summary**



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Overview

- ***About the survey:*** In the summer of 2011, we conducted a survey to executives of companies with \$5M to \$99M in annual revenues located within the United States. The survey is intended to provide trends, insights, benchmarks, and best practices for executives to use in their evaluation, selection, and decision making.
- ***About Custom Payroll Services:*** Founded in 1995, Custom Payroll Services has grown to be one of the most successful independent providers in the Mid-Atlantic region. The reason is clear: we provide the highest level of customer service, supported by the very best in today's technology.



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Solution Use and Utility

The most common used tools are detailed in the chart.

<u>Solution</u>	<u>Most Common Tools Used (>5% of Participants)</u>
Communication Tools:	Microsoft Outlook, Google Apps, SharePoint, Social Networking Sites, Intranet
Customer Relationship Management (CRM):	SalesForce.com, Microsoft CRM
Enterprise Resource Management:	Microsoft Dynamics, QuickBooks Enterprise
Financial Management:	QuickBooks, Microsoft Dynamics, Peachtree
Operational Reporting:	QuickBooks, Microsoft Dynamics
Productivity Software:	Microsoft Suite, Google Apps
Security:	McAfee, Norton, Zenith, Microsoft
Storage:	Dell, HP, EMC

While technology has evolved, the use and utility realization has not kept pace with the technology capabilities; i.e. the features exist but are not being used by the majority of firms.

The top two issues utilizing technology and tools include:

1. Ease of use to achieving near-term ROI.
2. Implementation, setup and onboarding is complex, buggy, costly, and difficult.

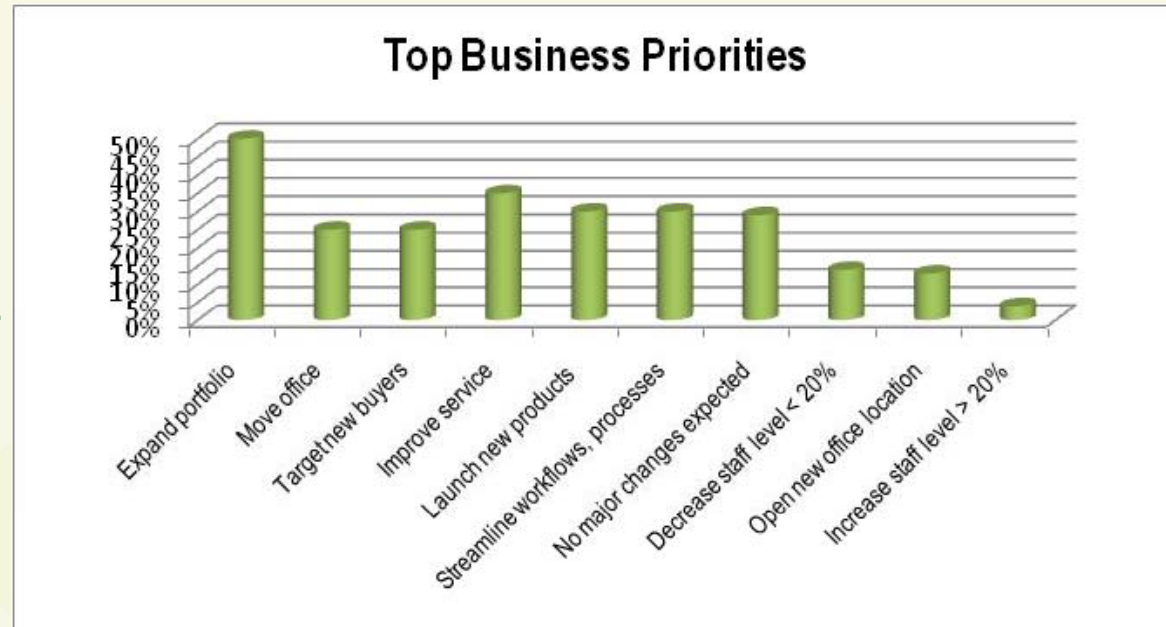
> The majority of firms are still relying on a combination of tools and systems along with using manual entry, MS Access, Excel, paper tracking, and need better integration with other tools, better interfaces, and more intuitive reporting.



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Top Business Priorities

- The majority of executives top priority for the remainder of 2011 includes expanding their existing product/service via portfolio expansion, and/or targeting additional buyers.

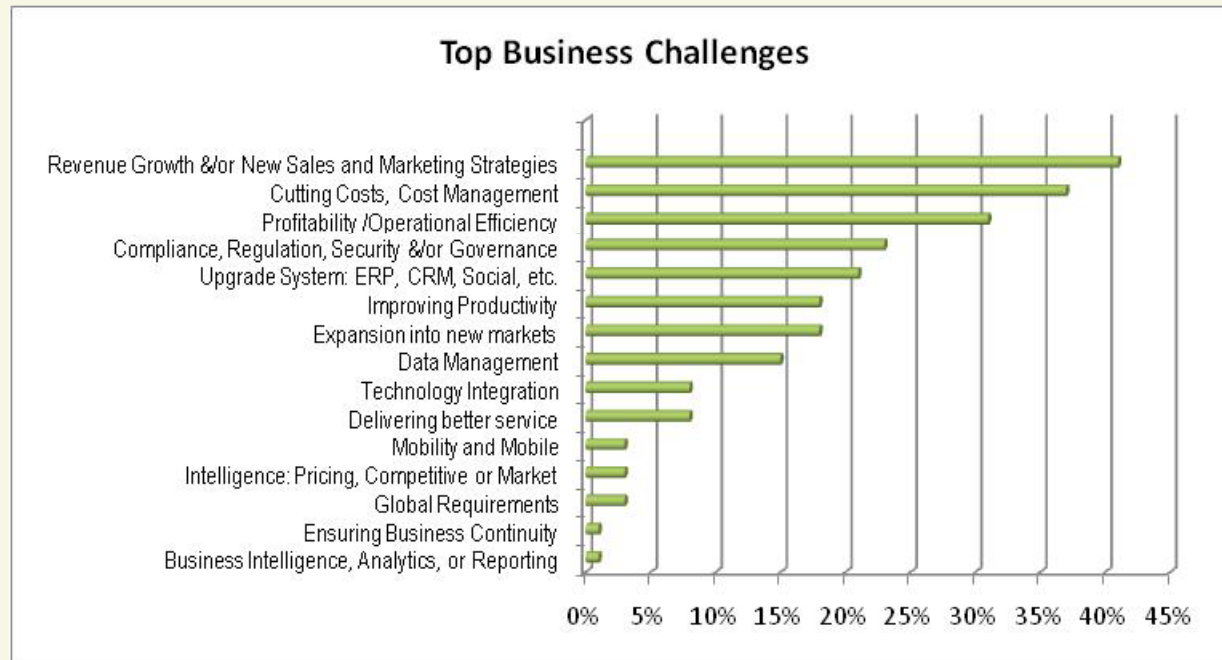




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Top Business Challenges

- Consistent with previous research surveys, the top challenges facing executives include a) Revenue, and b) Profitability.



- Compliance/Security jumped from less than 10% to nearly 1 in 4 from last year to this year.
- Upgrade of Systems increased from less than 10% over the previous two years to nearly 25%.



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Workforce Solution Satisfaction

- The majority of executives expressed dissatisfaction with the capabilities and features of their current solutions given their needs of today. It could be that use, adoption, and /or upgrades have not kept pace with the needs.



- The top administration priority area indicated by c-level executives was Integration issues between systems, streamlining workflows, and reporting.



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Workforce Staffing Trends

The chart highlights the staffing needs of companies for the remainder of 2011.

- The top areas identified under functional staff included positions related to or directly connected to IT (Information Technology).

