

The logo for Nimax Theatres, featuring the word "NIMAX" in a bold, blue, sans-serif font with a small star above the letter "I". Below "NIMAX" is the word "THEATRES" in a smaller, blue, sans-serif font. A thin blue arc is positioned above the "X".

NIMAX
THEATRES

A photograph of a theatre building facade. The sign "THEATRE TRI" is visible in large, gold, serif letters on a dark blue background. To the left, another sign "RICK" is partially visible. A decorative wrought-iron lamp post stands in the foreground. The background shows a classical building with columns and a sky with bare trees.

**ADP lights up payroll
for Nimax Theatres**



A more human resource.™

Introduction

Nimax Theatres Limited owns and manages five West End theatres, including the world famous Lyric, Apollo, Garrick, Vaudeville and Duchess, hosting some of London's highest-profile shows such as Thriller and showcasing well known faces in the world of acting and entertainment, including David Suchet, Jeff Goldblum and Michael Gambon.

Nimax provides theatre facilities and support services for production companies. It employs rear-of-house staff, such as carpenters and electricians, who maintain the theatres and assist with the construction and maintenance of sets; front-of-house staff who sell programmes, merchandise and refreshments; and box office staff who sell tickets.

The challenge

Nimax Theatres' workforce is rarely the same from one week to the next and staff rarely work the same hours. This makes its payroll very complicated, especially as staff costs need to be recharged accurately to individual show productions each week.

Each theatre has staffing requirements that change depending on the needs of each production. Before a production opens to the public, a large number of

construction staff will work on the 'get in' (a term used to describe getting together everything that the show will need physically, from the set to the sound deck), then, when the show is running, front-of-house staff are brought in depending on the needs of each performance.

The solution

Nimax considered a number of solutions before deciding on ADP's online payroll and HR service, ADP freedom, and its time and labour management solution, ezLaborManager. Laurie explains the reason for this decision:

"We were keen to find a solution that would bring simplicity and clarity to what is a very complex and time consuming payroll. If we get our payroll wrong it can be costly and it not only strains our relationship with our employees but also our clients, so it was especially important to find a company that we could count on to manage the process effectively: from implementation through to day-to-day running. ADP shone out as the provider that could give us this service."

The fact that ADP freedom and ADP ezLaborManager are both web based also appealed to Nimax as it removes the need to install and upgrade in-house software, plus it allows supervisors and finance staff to access the system wherever they are. This combined with the fact that web native solutions are available 24/7, and available during public holidays and weekends meant that Nimax could continue to run its payroll during some of its busiest periods without interruption.

Nimax signed up for a fully managed service which means that ADP manage the end to end payroll process, substantially reducing the administrative burden on the organisation.

The outcome

Since implementation in March 2009 ezLaborManager has made it easier for supervisors to complete timesheets accurately and allows them to record what each employee has been doing as well as the number of hours worked. This data is updated each week and input into the system making it available for finance to view immediately and review as necessary. Once they are happy with the data it is uploaded straight into the ADP freedom payroll system. Meanwhile, starter and leaver information is input by Head Office staff which automatically updates the payroll and time and labour management systems.

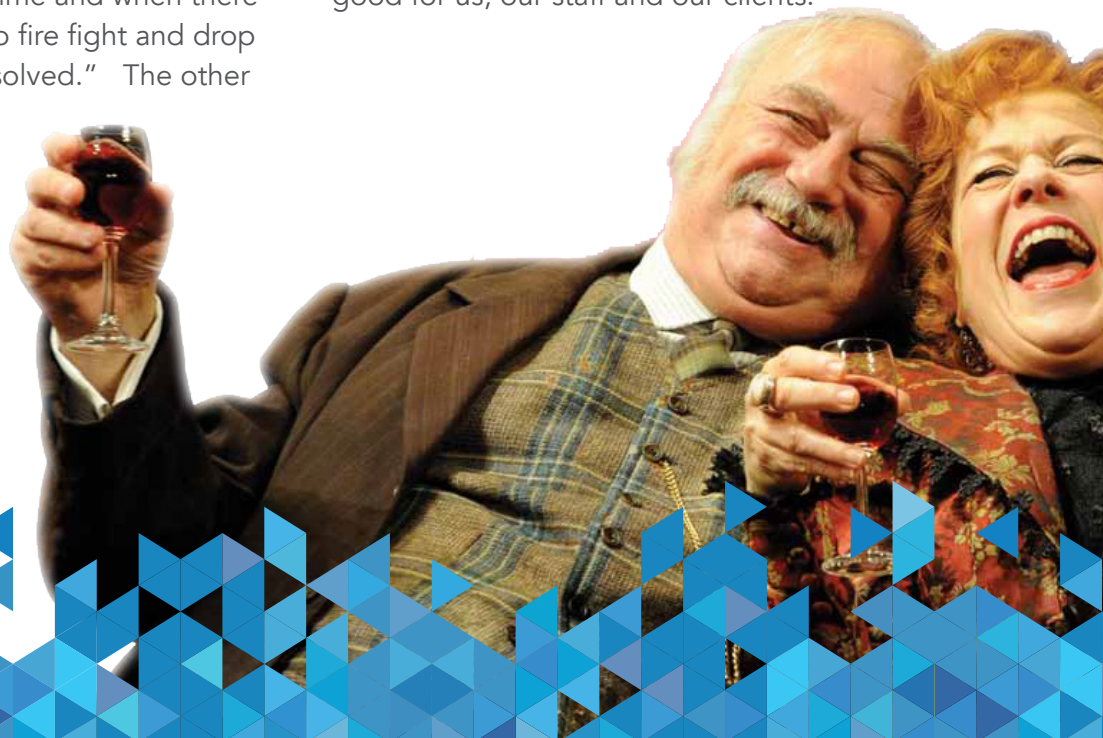
This simplicity and speed has changed the way the company views payroll. "Data collection used to be something of a trauma for everyone involved as there was too much that could go wrong and it took up too much of everyone's time. Now everyone is clear what their roles are and it works seamlessly."

The finance team now spends less time on payroll allowing them to focus on value-added activities such as making the most of the detailed and up to date management information that ezLaborManager gives them. "Payroll used to take up so much of finance's time and when there were mistakes we often had to fire fight and drop everything else until it was resolved." The other

major benefit of the new system is how reporting has improved. Not only can Nimax give clients confidence that they are billing them correctly, it can also structure deals with new clients more realistically and with greater transparency, as Laurie explains: "When we put together a quote for a new production we can now use detailed data from previous shows as a guide. So, for example, if the show needs four stage crew, two electricians, and twenty ushers for three nights a week we can look at where we've done a similar job before and structure a deal accordingly, showing clients a breakdown of expected costs."

Laurie has also been impressed with the ADP team she works with: "Our ADP contacts are highly professional and consistent, which is exactly what we needed. They know what they are doing and any errors are rectified quickly."

Laurie concludes: "As a result of ADP freedom and ezLaborManager, we really have seen a transformation in our time and attendance and payroll processes. It has made my job and the supervisors' jobs much easier as well as increasing efficiency enormously. We feel in control now and have total confidence in payroll accuracy, which is good for us, our staff and our clients."





A more human resource.™