CASE STUDY

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REVOLUTIONIZING HR:

Sunderstorm saves time with managed services, goes paperless, and integrates real-time business data with PeopleGuru ™



Case study: Sunderstorm

Challenge: when you need a modern, cannabis-friendly payroll provider and don't want to compromise

Jesus Martinez, VP of Human Resources at Sunderstorm, has worked with six different payroll companies over his career. And he's been through implementations with three of them. So when he got a notice in the spring of 2023 that Sunderstorm's payroll provider would no longer work with cannabis companies, he knew the drill: time to start sourcing providers again.

But there aren't many cannabis-friendly payroll processors to begin with, and most of them rely on an outdated base platform Martinez didn't want to use.

Sunderstorm, a premiere California-based manufacturer of cannabis- and hemp-infused gummies founded in 2015, prides itself on producing clean, consistent, and reliable products backed by science. The company is equally cutting-edge in its business practices.

Sunderstorm uses real-time batch costing, integrating labor tracking with manufacturing and accounting systems, to make critical business decisions without waiting months for backward-looking reports. Maintaining this integration would be a crucial requirement for any new payroll provider. Martinez did not want to compromise on functionality or price.



"I sourced four different cannabis-friendly payroll processing companies and reached out to sales representatives. And then one by one started knocking out candidates."

Jesus Martinez

PeopleGuru™ works well for cannabis clients that need stability for payroll

SUNDERSTORM™
FAMILY OF BRANDS

At a glance:

Industry: Cannabis
Founded: 2015
Headquarters: North Hollywood, California
Operating in: California, Colorado, Nevada, Massachusetts, and Canada
Number of Employees: 220
Solution: PeopleGuru™ HCM + Managed Services

Highlights:

- Custom integration provides critical business data
- Managed Services frees HR for internal projects
- Dedicated, high-quality support improves quality of life

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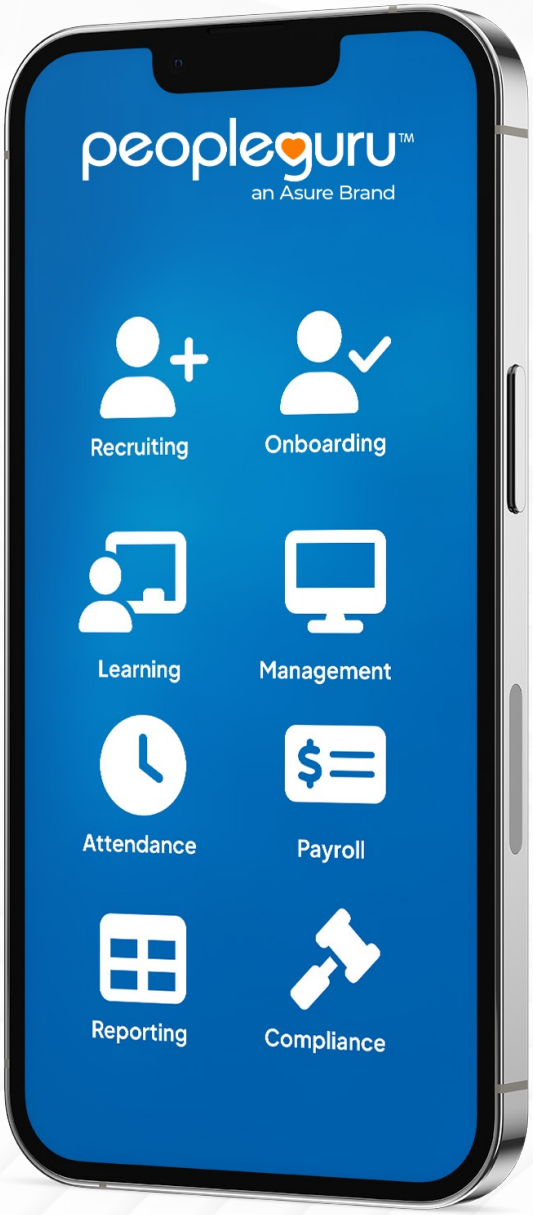
SOLUTION:

An all-inclusive, custom platform with a dedicated HR "Guru" at a great price



Martinez found what he wanted in PeopleGuru™ HCM with Managed Services. One thing that impressed him was the diversity of modules and functionalities that come with the base system. "PeopleGuru™ has an entire learning and development platform where we can upload custom training, talent management, and custom employee reviews. The other organizations would have surcharges for those things," he said.

In addition, the critical custom integration Sunderstorm needed was no problem since the PeopleGuru™ platform is privately owned instead of built on someone else's base. "Right off the bat, when we asked about the custom integration, they said, 'Yes, we can do that,'" said Martinez.

Martinez also liked that PeopleGuru™ 's Managed Services would give the company an HR "Guru" it could use as a payroll specialist, in addition to a dedicated account manager for system support needs. "With other providers, you just get one person for everything, and the price was almost the same as the PeopleGuru™ . So it was a no-brainer at that point."

RESULTS:

1. Fast, thorough implementation

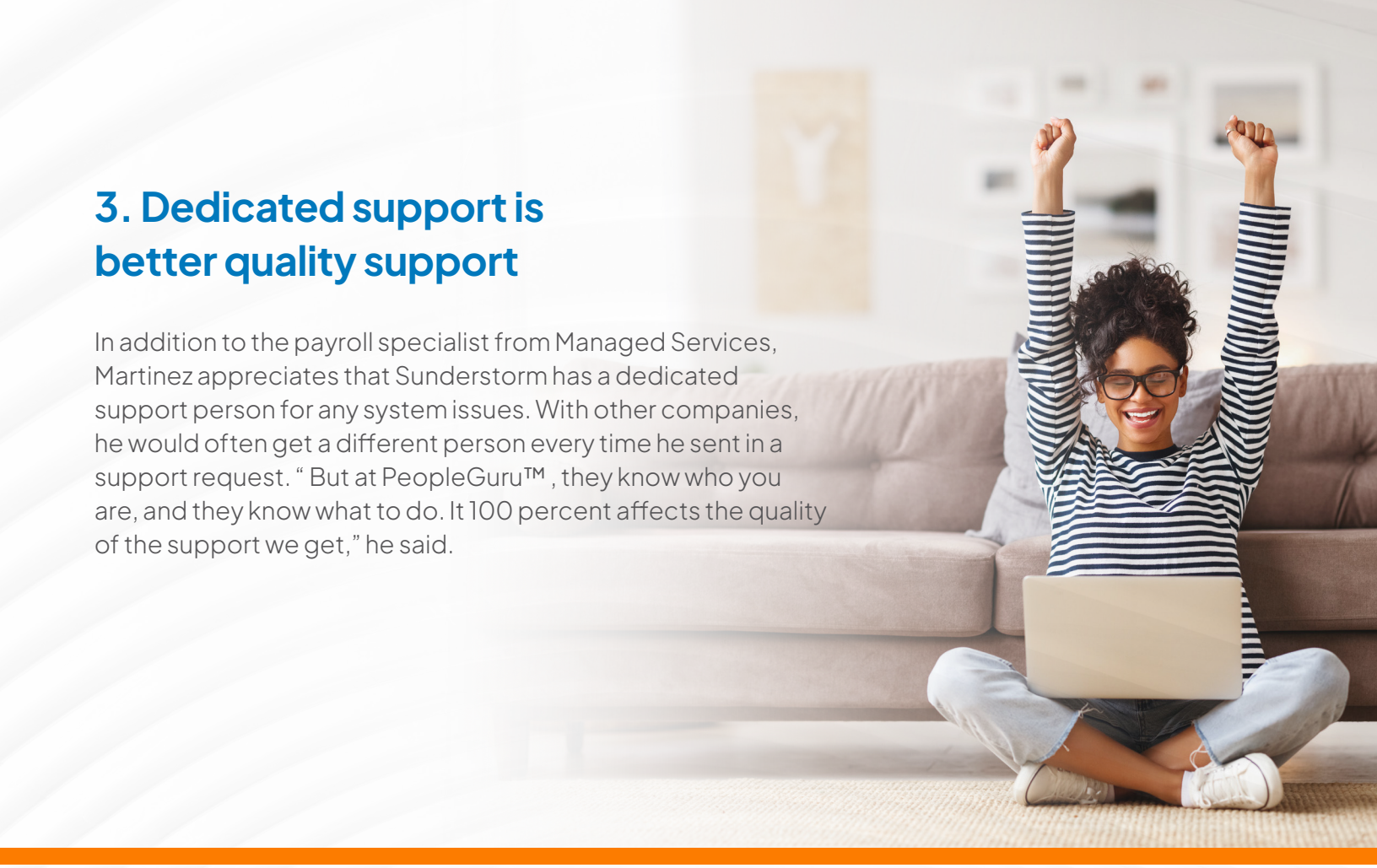
Sunderstorm's implementation process, including the custom integration, took just over a month. "That functionality is critical because it allows us to understand our cash outflow," said Martinez. "If we don't have that integration, we're going to be making decisions off of inaccurate information. There's a significant transfer of data, so I've got to give kudos to the capabilities of the implementation team."

2. Fully digital processes

PeopleGuru™ 's full-featured platform has enabled Martinez to attain the goal of a fully digitized performance evaluation process. "We don't have to kill trees anymore," said Martinez. "Everyone goes on PeopleGuru™ : managers type in evaluations with their notes, and HR checks and releases them. It's really helping with my Go Green initiative."

3. Dedicated support is better quality support

In addition to the payroll specialist from Managed Services, Martinez appreciates that Sunderstorm has a dedicated support person for any system issues. With other companies, he would often get a different person every time he sent in a support request. " But at PeopleGuru™ , they know who you are, and they know what to do. It 100 percent affects the quality of the support we get," he said.



4. "Different than typical payroll providers"

"I ended up going with PeopleGuru™ because I felt the direction they are going is in line with what I want in a system," said Martinez. "PeopleGuru™ wants to make something different than typical payroll providers, one that serves HR processes and makes them clean, smooth, and something valuable for people. That helps with our quality of life and lets us focus on other things."

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PeopleGuru™ support team:

Dedicated Account Executive
Supported by Subject Matter Experts

Experienced, Credentialed
(PHR, CPP) Tenured Support Team

Best-in-class client
support ratios

Published Service Level
Agreements



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