



Grunder Landscaping Cuts Redundancy and Data Entry with Aspire and Inova, a UKG Company

"We wanted software that was real-time, mobile, timely, and accurate," said Seth Pflum, President and COO of Grunder Landscaping. "Our previous software and others we reviewed had delays. There were delays in reporting and project costs, and each software still needed manual entry. We wanted to select something that would help us grow and scale the company. You can see from our growth that Aspire did just that."

Since launching Aspire in 2020, Grunder tripled its workforce, despite the difficulties of working from home and a challenging hiring environment. The company is not only larger, but it is also now more profitable, and the company is on track to meet its growth goals for the year.

Location: Miamisburg, Ohio

Industries: Landscape, design, & building

Employees: 100+

Founded: 1983 by Marty Grunder

Challenge: The company was losing hundreds of hours in productivity by duplicating the same data entry information and processes. The data they are tracking is not updated promptly, and processes require manual entry and paper forms.

Goal: To streamline data processing, HR, payroll services, and administrative work to refocus the saved time on company growth and leadership.

Solution: Grunder Landscaping initially selected Aspire to provide a software solution for scheduling, bids, pricing, and project management. From there, they added Inova, a comprehensive payroll and HR services provider, for a fully integrated platform that cut redundant data entry, improved employee productivity, and gave management speedy access to data points needed to run a more profitable business.

"We want to continue to grow and provide even better opportunities for our team members," Pflum said. "Aspire changed the way we did business. We all know what happened in 2020, and I am sure Aspire is the reason we could transition to work from home without missing a beat."

Once the team was comfortable working with Aspire, they realized the only way to truly streamline and continue their growth was to integrate their systems with Inova. Grunder Landscaping had used its previous payroll company for 27 years, so switching was a big decision.

"Inova did a great job of seamlessly integrating everything with us," Pflum said. "They pulled the needed information from our old payroll system and stayed with us throughout that process. If you've ever managed a payroll system change, you know there are many things to consider—deductions, information, earnings, benefits—you name it. It was eye-opening to go through this process and see how many things needed to be tracked and reported."

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SETH PFLUM

President & COO of Grunder Landscaping

Inova helped Grunder Landscaping streamline all aspects of benefits administration, including PTO, deductions, and hiring. Employees can now easily enroll in benefits from their phones anytime, anywhere. The company also enhanced its performance review process with a collaborative self-review system that fosters greater engagement and meaningful feedback.

"Our customer service with Inova was fantastic during the transition, and it still is, even now that we are fully integrated," Pflum said. "With our previous payroll processing company, you had to submit a ticket for issues, and you always got a different person. It typically took three days or longer to resolve the issue, and I was often on hold for more than an hour. With Inova, we work with the same team who often answers questions in minutes and fixes problems the same day."

With the successful transition in place, Grunder Landscaping was able to refocus its priorities. "Once we were up and running an integrated system, everyone breathed a sigh of relief," said Pflum. "The integration saved our managers one to two hours a day just by removing the need to manually enter hours, and we stopped duplicating processes. We're always trying to see how we can leverage our front office staff and managers' time—they should be out coaching and mentoring or focusing on business growth, not doing data entry. This combined software solution allowed us to grow in a new way."

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