

# Dairy Queen

Streamlines HR and Payroll for Optimal Efficiency through UltiPro



## Company Profile:

International Dairy Queen, headquartered in Minneapolis, Minnesota, develops licenses and services a system of more than 5,900 Dairy Queen® stores in the U.S., Canada, and other countries, offering world famous dairy desserts, hamburgers, hot dogs, and beverages.

Dairy Queen is part of the Berkshire Hathaway family, a company run by CEO Warren Buffett. The company also owns Karmelkorn Shoppes, Inc., a franchisor of over 25 retail stores that sell popcorn, candy, and other items, as well as Orange Julius, a franchisor of approximately 700 stores that feature blended drinks made from orange juice, various fruits, and fruit flavors.

## The Challenges:

Previously, each of Dairy Queen's locations processed its payroll individually by calling in its HR/payroll details to a third-party vendor.

The process was extremely manual and inefficient. Dissatisfied with using a payroll service bureau, Dairy Queen selected UltiPro for its dynamic reporting capabilities, flexible setup, end-to-end functionality, and convenient SaaS delivery.

## The Solution:

Director of Human Resources Linda Mullenbach says the results have been significant—benefiting both the HR team and Dairy Queen's 2,600 employees working in the U.S.

With UltiPro, Mullenbach's team has immediate access to companywide payroll processes and data. One centralized system with consolidated information delivers rapid reporting for strategic decision-making.

"UltiPro gives us absolute visibility throughout the organization. We can generate analytics by store, by state, or for the entire company," said Mullenbach.

"For example, UltiPro's reports provided valuable insight to enhance our benefits plans and create greater cost-efficiencies. With our multi-location workforce, I don't know how we functioned without the type of business intelligence tools we have now."

**Ultimate**  
SOFTWARE  
People first.

### The Customer

Dairy Queen

### Industry

Hospitality

### Number of Employees

2,000

### Key Benefits

- One centralized system with consolidated information enables quick, accurate reporting for strategic decision-making
- Web self-service for both employees and managers improves operational efficiencies
- Software-as-a-Service delivers state-of-the-art automation without IT responsibilities

Reporting also has significantly improved for Mullenbach and her team because of UltiPro's flexible setup. Subsidiaries or stores can be organized as unique component companies, and relevant information can be conveniently consolidated for accurate reporting or payroll.

The company benefits from one centralized payroll that authorized users at any one of the company's stores can access and update as needed.

"Compared to our previous provider, processing payroll now is like night and day. I use UltiPro's role-based security to give our stores access to their employees' information. This self-service feature enables each store manager to answer questions, input new hires, and update job changes or terminations," said Mullenbach.

"At the same time, I can process payroll centrally and have everything I need for reporting. Because all the information is centralized, everyone feels more a part of a team."

Companies that use Ultimate's SaaS model also can create operational efficiencies throughout their entire organization. In addition to providing quick access to the solution for remote administrators, Dairy Queen has deployed Web self-service for employees and managers as well as UltiPro's recruitment functionality for accelerated hiring, recruitment, and onboarding.

"UltiPro through SaaS is really the perfect solution for human capital management. We can accomplish tasks using the Internet from either home or office, we get cutting-edge functionality, and there are no software maintenance worries. I love it because I can focus on my primary goal: to serve our employees," said Mullenbach.

"The customer support is great, which I attribute to the culture at Ultimate Software. Dedication to service radiates throughout the organization. Ultimate's people are so positive, and their commitment to the UltiPro solution is demonstrated every single day."



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Linda Mullenbach  
Director of Human Resources  
International Dairy Queen

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