

# The Arcticom Group®



The Arcticom Group (TAG) is a leading commercial and industrial refrigeration company specializing in HVACR services. For food retailers, TAG provides design, installation, maintenance, and repairs to keep their products cold and their businesses hot.

Thanks to an aggressive acquisition strategy, TAG has blossomed into a large North American enterprise. But while that strategy has fueled meteoric growth, it has also introduced several operating complexities that have often left its executives searching for critical data that was not always easy to find.

TAG partnered with PrimePay to streamline its HR technologies across these multiple acquisitions, transforming from a fragmented system to a unified, data-driven HR platform.

## Streamlining Payroll for Operational Efficiency

As TAG expanded, managing payroll across 26 acquired companies with seven different systems created inefficiencies, data inconsistencies, and high administrative costs. The lack of standardization made it difficult for leadership to access real-time workforce insights.

### A Unified Payroll Solution

To resolve these challenges, TAG partnered with PrimePay to consolidate payroll operations into a single, automated platform. This integration resulted in:

- **Faster processing** – Cutting payroll time from days to minutes
- **Improved accuracy** – Eliminating manual data consolidation
- **Real-time insights** – Providing leadership with workforce metrics for better decision-making



HVACR



60 LOCATIONS

2,400+  
EMPLOYEES



HCM

## At a Glance

### Initial Challenges

- Consolidating HR systems from multiple vendors
- Standardizing data management for greater visibility, accuracy, and use
- Accelerating core HR processes like payroll, timekeeping, and benefits administration

### Solution

- PrimePay HCM Platform

### Benefits

- Replaced products from multiple vendors with a fully integrated platform
- Reduced key HR data gathering from days to just minutes
- Enabled greater real-time data visibility and personalized reporting



“Together, we’ve built something that works—a structured, scalable HR system that integrates new teams quickly while maintaining operational excellence.”

– Michael Bruno, Chief People Officer, The Arcticom Group

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[www.primepay.com](http://www.primepay.com)



Michael Bruno, Chief People Officer, explains:

**“Payroll used to be a complex, time-consuming, process performed in multiple payroll systems. Now, with PrimePay, it’s streamlined across all of our operating companies, it’s accurate, and it gives us the data we need for reporting and strategic planning.”**

## Establishing a Unified HR System

Following payroll consolidation, TAG quickly recognized the need for a centralized HR platform. Managing employee data across multiple systems created inefficiencies that hindered workforce visibility, compliance, and strategic decision-making.

## Creating a Single Source of Truth

With PrimePay, TAG integrated key HR functions—including benefits administration, time tracking, talent acquisition, performance management, and learning management—into a single platform. This transformation standardized workforce data, improved operational efficiency, and provided real-time insights for leadership.

Michael reveals the impact: “The consistent way we now speak about the business from a data perspective is huge for us. From job titles to reporting structures, everything is standardized, making it easier to manage integrations, reporting, and compliance.”

## Real-Time Data and Workforce Insights

The transition enabled TAG to track crucial workforce metrics such as headcount, retention rates, wage trends, and technician productivity. With real-time data, the company could improve forecasting, budgeting, and strategic HR planning, leading to stronger decision-making across the organization.

## Scaling Through a Structured Integration Process

TAG’s continued expansion required a repeatable integration strategy. With each new acquisition, PrimePay’s dedicated support team worked alongside TAG to seamlessly onboard new employees and standardize HR operations.

## A Phased Approach to Growth

Instead of overhauling all HR functions at once, TAG took a strategic approach:

**Phase 1: Payroll and benefits standardization**

**Phase 2: Time tracking and workforce management**

**Phase 3: Talent acquisition and performance management**

**Phase 4: Learning and development programs**

This method ensured smooth transitions and minimal disruption to day-to-day operations.

## Consistent Support for Seamless Integration

TAG benefited from having a dedicated PrimePay team that understood its integration playbook. This consistency allowed for rapid onboarding, data migration, and compliance alignment to ensure efficiency in every acquisition.

Michael shares:

**“The nice thing about PrimePay is that we’ve had the same team working with us on integrations. They understand our playbook, challenges, and goals. The team’s continuity and our structured integration process has made execution smooth and efficient.”**

What started as a payroll consolidation effort evolved into a full-fledged human capital management system. TAG leveraged PrimePay to optimize workforce strategy and enhance employee experience.

## Data-Driven Decision-Making

TAG used PrimePay’s analytics to track workforce trends, optimize technician deployment, and refine retention strategies. This data informed leadership decisions, improving operational efficiency and business outcomes.

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Michael emphasizes:

**“The data is used every day. We can confidently present workforce insights to leadership and make strategic decisions based on real-time information. We’ve reached a level where PrimePay isn’t just an HR tool—it’s a business intelligence platform that helps us grow smarter and more efficiently.”**

### *Enhanced Employee Experience*

TAG’s position as an employer of choice within its industry was enhanced with PrimePay’s automated time tracking, self-service HR portals, and online benefits enrollment. These applications and streamlined processes reduced administrative workload and improved employee satisfaction.

“We’re no longer just running payroll—we’re running a comprehensive HR strategy that supports our employees and helps them succeed,” Michael says.

### *A Partnership for Continuous Growth*

PrimePay proved to be more than just a software provider; it became a strategic partner in TAG’s journey. PrimePay evolved alongside TAG by adapting to its growing needs and refining HR processes for long-term scalability.

### *A Collaborative, Adaptive Approach*

TAG’s fast-paced acquisition strategy required an agile HR system. PrimePay consistently introduced new capabilities tailored to TAG’s unique challenges, strengthening the partnership.

Michael highlights this adaptability: “PrimePay learned a lot from us in terms of how we grow through aggressive acquisition and integration. The team listens, evolves, and grows with us. **PrimePay is not just a vendor—they have to be a strategic partner for our success.**”

### *Overcoming Challenges Together*

While initial transitions posed challenges, proactive collaboration and continuous improvements solidified PrimePay’s role in TAG’s success. The result: a reliable, scalable HR platform ready to support ongoing expansion.

“We faced some growth moments, but PrimePay adapted,” Michael recalls. “They made the necessary adjustments, and today, our partnership is stronger than ever.”

### *A Scalable Model for Future Success*

What began as a payroll consolidation project evolved into a long-term partnership. TAG’s partnership with PrimePay showcases the power of strategic HR transformation in fueling business growth. By consolidating systems, leveraging real-time data, and streamlining HR operations, TAG has created a scalable, efficient workforce management model.

“Together, we’ve built something that works—a structured, scalable HR system that integrates new teams quickly while maintaining operational excellence,” adds Michael.

### *Looking Ahead*

With a strong HR foundation, TAG plans to:

- Expand employee development programs
- Enhance analytics for deeper workforce insight
- Further refine its acquisition integration playbook

Michael concludes:

**“We’re not just growing in size—we’re growing in sophistication and complexity. As a true operating company, PrimePay has been a key part of that journey. They have helped us scale intelligently, and we look forward to continuing this partnership in North America.”**

By prioritizing efficiency, data-driven decision-making, and employee experience, TAG has set the stage for sustained success in a competitive industry.

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