

# How Imagine Communications Made Open Enrollment Painless with OneSource Virtual

## The challenge

Ask Linda Lemmond what it takes to run global payroll and benefits with a team of two, and she'll tell you it comes down to knowing what to keep in-house and what to hand off. "We run lean," says Linda, the Director of Global Payroll Services at Imagine Communications. For nearly a decade, that's meant partnering with OneSource Virtual (OSV) to handle the complexity while her team focuses on strategy.

For Linda and her team, the challenge was pretty straightforward. "We all know tax and benefits are generally the two pain points," she says. When you're managing global operations with just two people, there's no room for getting buried in the tactical work that comes with those functions.

They weren't just struggling with the volume. Multi-state tax complexity alone can consume entire teams. Layer on benefits administration, open enrollment cycles, wage garnishments, settlement processing, and agency relationships, and the workload quickly becomes unsustainable for a lean operation.

In addition, Linda's benefits manager had the skills and knowledge to drive real value for the company — developing well-being programs, working on strategic initiatives, and focusing on what Imagine really needed from its benefits function. But the reality of day-to-day administration kept getting in the way. Employee questions, vendor coordination, and compliance monitoring, though all critical work, prevented her from operating at a higher level.



## Overview



Imagine Communications is a global leader in broadcast and media technology, providing software-based solutions that enable media companies to deliver content anywhere, anytime, on any device. With over 50 years of innovation, the company serves more than 3,000 customers worldwide and powers 8 out of 10 of the world's top media companies.

 **Headquarters**  
Plano, TX

 **Industry**  
Communications technology

 **Employees**  
500+

 **OSV customer since**  
2015

The same was true for Linda's payroll team. They needed to focus on internal compliance, refine processes, and maximize their Workday investment. But without help, they'd spend their time managing tax notices, tracking down agency updates, and handling the constant operational demands of payroll.

## An extension of the team

OSV came on board at the start of Imagine Communication's Workday implementation in 2015, handling HCM globally and payroll for the US and Canada. Since then, the relationship has expanded to cover payroll administration, settlement, tax services, wage garnishment and disbursement, and benefits administration.

"OneSource Virtual is an extension of my team," Linda says. "The relationship has been great. If we need them, they're there."

That relationship has delivered what Imagine needed: space for their internal team to work strategically while OSV handles the operational complexity. "It allows her to work more on what does our company need," Linda says of her benefits manager. "She works on our wellness program. It frees her up to be able to do other things our company needs."

Linda's payroll team shares the same sentiment. "My payroll team can focus on our internal compliance, our internal processes, learning Workday, refining those processes as well, and have comfort that the rest, especially the complicated tax we all know, if you're a U.S. customer and multi-state that can be very consuming. So, we offload that to OneSource Virtual."

## When open enrollment feels like a walk in the park

For most organizations, open enrollment represents weeks of stress, tight deadlines, and the constant worry that something critical will slip through the cracks. Imagine Communications approaches the season with an entirely different perspective now.

Starting each September, the OSV benefits team begins weekly calls with Imagine to map out the entire process. Planning, timelines, requirements — whether it's a straightforward rate update or a complete plan change, they work through every detail together.



"They do a constant review of those processes," Linda explains. "We get into the process of testing, and then we move to production, ready for live open enrollment, and get all the way through it."

The technical work alone is complex. Stopping current integrations, creating open enrollment files, processing new year data, managing the coordination between systems — all while keeping to a tight timeline that employees and vendors depend on. But with many of the same OSV associates working with Imagine year after year, the process has become remarkably smooth.

"We even have some of the same associates on our team from OneSource Virtual, which is always helpful," Linda notes. "I'd say probably in at least the last seven or eight years, that process has gone very well."

The support doesn't end when enrollment closes, either. "Beyond that, they will assist with any lingering issues questioned. We continue calls beyond well into the new year, and then it kind of tapers back off."

Linda's assessment is straightforward: "When you have tax that's painless and open enrollment that's painless, it's a win-win."

## The knowledge advantage

Tax complexity is another major area where OSV's specialized expertise alleviates the burden. "We all know, if you're a US customer and multi-state, that can be very consuming," Linda says. "So, we offload that to OneSource Virtual, and they've done a great job."

The depth of knowledge matters. "I've been in the industry for a long time, and there are not a lot of good tax people," Linda explains. "So, getting that knowledge base from OneSource Virtual, that's their niche, their specialty right there, is wonderful. Takes a lot of pressure off the company and a lot of pressure off me."





**“When you have tax that’s painless and open enrollment that’s painless, it’s a win-win.”**

- Linda Lemmond, Director of Global Payroll Services at Imagine Communications

Having that expertise available means fewer surprises. “We have minimal issues and even when you run perfectly, there’s always something that goes on with the states,” Linda says. But with OSV managing agency relationships, handling notices, staying on top of filing deadlines, and keeping up with rate updates, issues are resolved before they become problems. “It’s easy to just send a notice, get a response, follow up, ask questions.”

The settlement process works the same way: seamlessly integrated but completely handled. “Once we complete payroll, it’s turned over to OneSource Virtual seamlessly. They submit the direct deposit files. If there’s any returns, that’s a seamless process back and forth to resolve.”

This approach eliminates hassle for Imagine’s treasury department while maintaining the security and confidentiality of payroll demands. Linda’s team maintains control without getting buried deep in operational details.

### **A partnership worth recommending**

Nearly a decade into the relationship, Linda has become something of an unofficial OSV advocate. When networking with other payroll professionals, the conversation often turns to vendors and service providers.

“Quite a few of them have come across OneSource Virtual, and I’ve sold you,” she says with a laugh. “I’m like, ‘Okay, here’s the info. Trust me, you want to call me.’”

For Workday customers weighing their options, Linda’s advice is clear and direct. “I’d highly recommend going with OSV Benefits and OSV Tax Settlement.” The reasons go beyond just the services. “Where you can partner with someone, and you can partner with someone that has some knowledge of tax and follow through on your side to make sure that’s all happening, that’s what I would say.”

After nearly a decade together, Linda’s final verdict captures it simply: “Highly love OneSource Virtual.”

