

PGA of America Brings 34+ Golf Courses In-House with OSV

The challenge

When the PGA of America relocated their headquarters from Florida to Texas, they faced a pivotal decision about how to manage payroll for their growing organization. Their existing third-party vendor had left them frustrated with constant system breakdowns during critical processing times and a revolving door of representatives who never learned about their company's history.

"We would go through two new people in a month," says Zain Ali, Payroll Manager for PGA of America. "These new people would come in with no idea of any history of the company. To me, it was just a huge waste of time."

The stakes were particularly high during payroll processing. "Something would always go wrong, right at the time when we're hitting the transfer button to the bank," Zain explains. For an organization managing corporate employees and multiple golf courses nationwide with significant seasonal hiring needs, payroll reliability was non-negotiable.

Real-time access and proactive partnership

PGA of America chose OneSource Virtual (OSV) for three critical reasons: dedicated support, flexible service packages that could scale with their needs, and most importantly, cloud-based, real-time access to their payroll data.



Overview



The PGA of America is one of the world's largest working sports organizations, representing nearly 29,000 golf professionals. The organization's mission is to establish and elevate standards of the golf profession while growing interest and participation in the game. The PGA of America conducts major championships including the PGA Championship and co-organizes the biennial Ryder Cup.

 **Headquarters**
Frisco, TX

 **Industry**
Sports and recreation

 **Employees**
1,400+

 **OSV customer since**
2021

"Everything was cloud-based, real-time versus uploads and stuff," Zain notes. "[With] payroll, you don't have room to make errors, and you have all these deadlines. My biggest thing was to be live on the cloud and be able to make adjustments at any given time."

OSV's in-tenant access to Workday proved to be a game-changer for Zain. Unlike traditional payroll providers that require middleware or separate applications, OSV works directly within PGA of America's Workday environment, eliminating data handoffs and potential errors.



Dedicated tax expertise

With golf courses across all 50 states, navigating state and local tax requirements could have been overwhelming. Instead, OSV's proactive tax services became a safety net.

"Your tax services are doing an awesome job," Zain says. "Anytime there are issues with states or changes, OSV is on top of it. I have a monthly meeting with my dedicated OSV tax specialist, and we go over everything. It's like having somebody else watching over me."

This redundancy gave Zain the confidence to expand. After seeing how smoothly payroll ran for the corporate headquarters, leadership asked about bringing additional golf courses in-house. "I told them, as long as everything's running smoothly, I don't see any reason why not," he recalls.



Building for the long-term

When Zain's original OSV representative was promoted, she didn't just hand off the account. "She took the approach of 'I'm not going to leave you stranded,'" he explains. "For the next month and a half, she introduced me to another person who would be very knowledgeable on PGA. That transition was awesome."

This experience reflects OSV's commitment to relationship continuity — a stark contrast to the turnover at their previous provider. When Zain hired his own team members, they were initially unfamiliar with OSV. Today, their sentiment tells a different story.

"About a month ago, I asked them, 'Should we continue with OSV or look elsewhere?'" Zain recalls. "They said, 'Let's not even go there. Absolutely not.'"

"The level of service, the commitment that OSV has in terms of delivering the product on time — I don't ever feel OSV has left me behind."

- Zain Ali, Payroll Manager at PGA of America

Time saved, confidence gained

The efficiency gains were immediate. Processing and validating data that previously took two hours now takes less than half that time, thanks to OSV's before-and-after validation reports.

Zain's team reinvested that time in creating detailed standard operating procedures — visual, step-by-step guides so thorough that "anyone who probably has no payroll background can come in and just look at screenshots," Zain explains. This documentation ensures payroll continuity even when team members are unavailable.

Beyond efficiency, the partnership delivered something even more valuable: peace of mind. "The level of service, the commitment that OSV has in terms of delivering the product on time — I don't ever feel OSV has left me behind," Zain says.

During peak sessions such as spring hiring or major competitions like the Ryder Cup, OSV proactively reached out to offer support. "They were always there, ready to say, 'We can assist you however possible,' just to make sure nobody gets missed in terms of their payment."

Looking ahead

As the PGA of America explores AI technology following Workday Rising, they're confident OSV will be part of that journey. "Speaking to my OSV representative, they're very open to this AI technology coming on board," Zain says. "It's good that we share the same platform."

For organizations hesitant about changing payroll providers, Zain offers peer-to-peer advocacy. "Whenever I meet people in the industry, I'm just floored by how seamless that whole process was — from implementation to training to processing. Everything went really smoothly."