

Transcend Information Inc.

Information Technology Industry

40 Employees

Locations: California and Maryland

Previous HR Solution: PEO

HR Snapshot**Introducing Transcend Information**

Founded in Taipei, Taiwan, in 1989, Transcend designs, develops, and manufactures digital storage products like USB drives, external hard drives, and card readers. Their mission? Think globally, act locally, and help customers organize their digital lives.

The Challenge

Each year, Senior HR Executive Liliana Herbert explored PEO options for a better fit. While her PEO handled payroll and compliance, Liliana's team managed recruiting and timekeeping, but the experience stayed disjointed. Daily HR issues kept pulling her from strategic work. She needed a partner who could simplify HR, not complicate it.

Discovering the Right HR Partner

In 2019, Liliana found CoAdvantage. They offered cost savings, better benefits, stellar service, strong communication, and seamless onboarding support. Switching PEOs became the easy – and clear – choice.



“Working with CoAdvantage is great because we have a team that covers everything: payroll, benefits, legal compliance. There’s always someone I can talk to and get an answer from right away, whether that’s by email or on the phone.”

Liliana Herbert

The Problem: Mediocre PEO Support

Liliana's HR struggles were like a small pebble that had snuck into her shoe: big enough to be noticeable, but not quite bad enough to be disruptive. Or, that's what she thought. The truth is, Liliana and her team didn't know what they were missing. Sure, their previous PEO got payroll done on time and delivered on their promises, but were they a true HR partner who understood Transcend's unique needs? Was this a long-term relationship or a short-term solution?

The Fix: Leveling Up with CoAdvantage

At CoAdvantage, we believe in building a lasting relationship with our clients, and that's exactly what we've

done with Transcend. For six years, our talented HR professionals have been keeping pace with their growth while going above and beyond to ensure payroll, onboarding, and other foundational HR tasks are handled for smooth everyday operations.

Constant Communication

Before partnering with CoAdvantage, Liliana's experience communicating with her PEO felt a lot like a game of telephone. Voicemail messages and unanswered emails can only get you so far when you're working with tight payroll deadlines and California labor laws. Now, instead of waiting around for answers and solutions, Liliana is able to contact her team at CoAdvantage and get exactly what she needs. "Sometimes their representative will stay a little bit longer just to help me," she says. "They're like, 'Here you go!' and I can just take a deep breath and keep myself from stressing out."

When we say we have HR experts on the case, we really mean it. This includes team members who can support topics from payroll to 401k.

Unique Benefits

Every PEO strives to make basic benefits, such as health and dental insurance, financially accessible. CoAdvantage, on the other hand, strives to make a wide range of ancillary benefits available to clients like Transcend, too. "We love being able to offer our employees legal insurance, disability insurance, and even pet insurance!" Liliana says. She also mentioned that her employees are now able to have flexible spending accounts (FSAs)—just another perk in

CoAdvantage's cost-effective approach to next-level benefits plans.

Happy Teams

Did we mention that both Liliana and her employees love our centralized HR platform, CoAdQuantum? Rather than walking her new hires through an extensive onboarding process (and an even more extensive stack of paperwork), Liliana is confident that her employees can navigate the platform on their own, signing necessary forms and choosing their benefits package through an intuitive, personalized process. "Our employees clock in and clock out using our internal program, but CoAdvantage's HR platform is set up so well and really helps our employees as they're getting started," she says.

And if her employees have questions? They can contact CoAdvantage directly. The line of communication is always open.

The Results: Peace of Mind, Proactive Service, and a Platform Built for Growth

Since she began partnering with CoAdvantage, Liliana's confidence in Transcend's HR offerings has increased dramatically. New employees continue to come onboard, and they can expect a simple, stress-free welcome thanks to CoAdvantage. Plus, Transcend is constantly looking towards the technological future. As they chase innovation and cutting-edge data storage solutions, we will continue to support them by handling HR behind the scenes.



“CoAdvantage is always so friendly. The communication and the relationship we have with them has been smooth and easy.”

Liliana Herbert

CoAdvantage is Just a Phone Call Away

We’re your trusted partner in every phase of growth. From payroll and compliance to benefits and onboarding, CoAdvantage delivers dependable support that scales with your business. We understand the pressure growing companies face, especially when your team is lean and your goals are ambitious. That’s why we bring strategic guidance, responsive service, and hands-on expertise to every conversation.

Whether you’re building your team, refining your operations, or planning for what’s next, we’re here to help.

Rethinking how your business does HR?

[Request a quote](#) today to see what a CoAdvantage partnership can help your business accomplish.

