

# CASE STUDY SOFTWARE: CYBER SECURITY



## Key Concepts

- European Expansion
- European Business Incorporation
- PEO and Administrative Services
- Recruitment
- Market Knowledge

## INTRODUCTION

The importance of testing new target markets and staying flexible before taking long-term decisions is well understood by EuroDev. Therefore, we offer services which enable North American software and tech companies to familiarize themselves with the European markets in a cost-effective and reliable way. Below, the collaboration with a US software company is outlined through the different expansion phases.

## EUROPEAN EXPANSION

A cyber security firm in the Boston area wanted to hire and expand their workforce in Europe. They were specifically looking for a "one-stop-HR-shop" to act as an extension of their Boston-based Management and HR Business Partners. The main reason to expand to Europe was to expand their market reach through expansion of their workforce.

### GETTING STARTED WITH EURODEV

Once the partnership with EuroDev began, we set out to help the firm understand the European Union's different employment regulations per jurisdiction. As there are significant differences between the American and European market, matters related to general human resources, payroll and taxation management, incorporating the business in Europe and legal & GDPR assistance were discussed as a first step to ensure a seamless transition into the market.

### GAME PLAN

- ✓ Primary focus on identifying countries of interest
- ✓ Find qualified candidates that understand the new local markets
- ✓ Introduce a smooth and efficient establishment of operations in Europe
- ✓ Employment and operational compliance in the continent
- ✓ Daily multilingual backoffice support

### RESULTS

Currently, the cyber security firm has employees in Denmark, France, Germany, Austria, and The Netherlands and the payroll process is handled entirely by a designated EuroDev team. This team becomes the go-to for all questions and they are equipped with the knowledge and experience to answer any questions with confidence.

### VP HR OUTSOURCING

- Monique Ramondt-Sanders
- 15+ years experience in Payroll, Staffing & Recruitment
- Languages: Dutch and English



### WHAT MAKES EURODEV SPECIAL?

- ✓ Multilingual staff, dedicated to partner's success
- ✓ The willingness to go the extra mile
- ✓ A full European business development range
- ✓ Cost-effective solutions to grow the European presence
- ✓ Experience and network within the EU markets

## WHY CHOOSE EURODEV?

EuroDev, established in 1996 with offices in The Netherlands and France, has a single, defined purpose to help mid-sized North American companies expand their business in Europe. We have created a proven, successful business development model and since our founding have partnered with over 350 companies to help them define and meet their European business goals.



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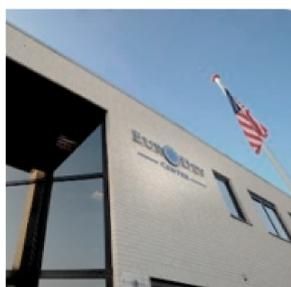
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