

# How EOR Can Fit Into Your PEO Strategy.

Creating value for clients

Leah Cowperthwaite  
Partner Manager



## Poll Question

Has a client come to you in the last 24 months to discuss international hiring or expansion?

**YES**

**NO**

A vertical bar on the left side of the slide, composed of several vertical stripes of different colors: blue, cyan, green, yellow, orange, and red.

**More than 50% of G-P's U.S.  
Clients are using a PEO.**

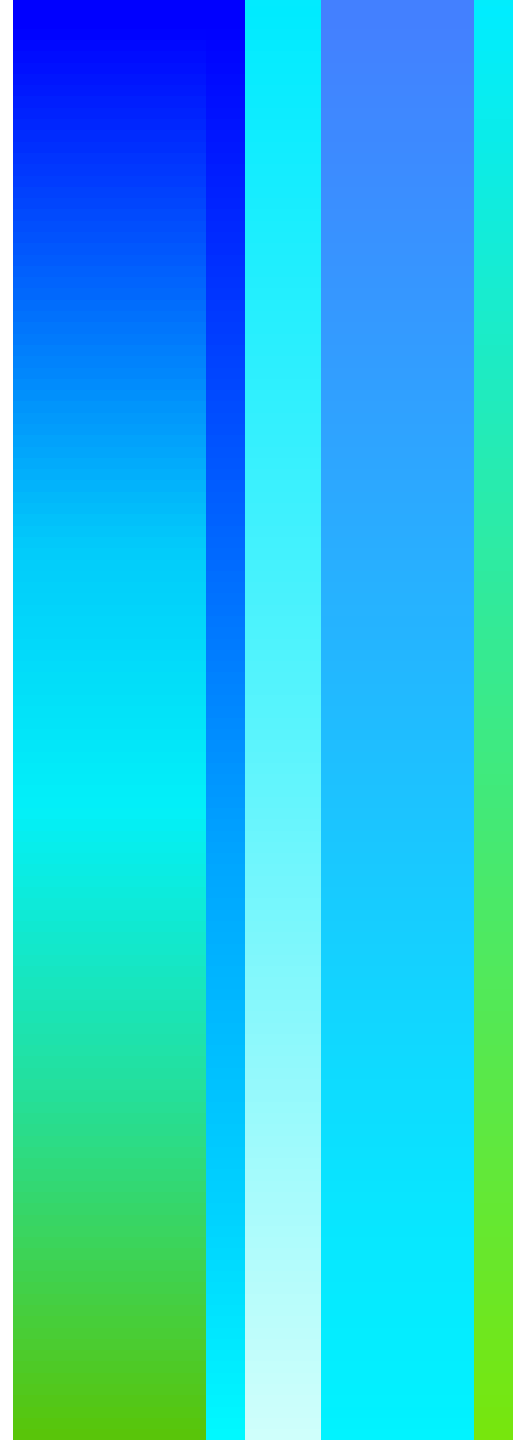


G-P is a **global employer of record (EOR)**, enabling companies to hire employees in 187 countries within days, and without the need to set up costly international subsidiaries

Your clients identify great talent; or we help them recruit, then we put their team members on to our fully compliant global payroll and HR platform—lifting the burden of global corporate tax, legal, and HR matters from their shoulders to ours

# Remote Work & Talent Pools

Where is the future of work?



Poll Question

Do you agree how employers  
engage their employees changed  
post pandemic?

**YES**

**NO**

# 2022 CFO Survey Data

- **9 out of 10** CFOs agree that having a remote-first work policy helps retain and attract top talent.
- **53%** of CFOs say that their retention strategy over the next 12-18 months will be expanding benefits, including flexible working arrangements
- **91%** agree that allowing employees to work in locations of their choice rather than having to backfill a position is the preferred talent strategy for key stakeholders
- **47%** say their companies' talent strategy is based on a hybrid workplace
- **83%** feel their long-term plans will stem around expansion into new countries (+2% from 2021).
- **Globally**, CFOs are pursuing international expansion efforts, with a focus on the United Kingdom (33% in the next 12-18 months and 37% over the next five years)

# Remote Work Outlook

- 78% of CEO's believe that remote/hybrid work is here to stay.
- A Global Workplace Analytics [study](#) showed that when employees worked from home just 50% of the time, companies saved up to \$11,000 USD per team member
- A study by [Stanford](#) of 16,000 workers, conducted over 9 months, found that working from home increased productivity by 13%
- In the U.S., McKinsey conducted an American Opportunity Survey, which found 87% of [workers](#) who have the chance to work flexibly take it — there's a clear and overwhelming demand for it.
- On average, remote workers are about 20% happier according to HRDive



# Leveraging EOR to Support and Add Value

Defining Use Cases



## Poll Question

Have you ever brought on a client and later found out they had an employee in another country?

**YES**

**NO**

01

## International Expansion

- ✓ New Market Testing
- ✓ First 1-4 hires in a new country

**The Opportunity:** Your client's global head of sales is looking to hire a sales leader in the UK to power his company's growth through international expansion.

**The Problem:** The company determines the cost of setting up an entity is too hefty a financial commitment to make before gathering data to inform their go-to-market strategy in Europe.

**The Value You Create:** When the client turns to you for options, your partnership with G-P allows them to hire someone on the ground, quickly test the market and determine where to permanently set up an office.

# What is involved in setting up an entity?

A lot of work for only a few hires!

- 
- Setup can take one month (e.g. UK) or up to 18 months (e.g. Brazil, China, India)
  - Time commitment of Executives, Finance and Legal required
  - Bank account and tax registrations, which often require the CEO to sign in person
  - Strict KYC requirements (e.g. Ultimate Beneficial Owner) & capitalization. Cost can range, often 30-100k
  - Need annual stat account
  - Corporate and quarterly tax returns
  - Registered office address
- 
- Some jurisdictions require a local resident directors
  - Monthly accounting
  - Transfer pricing agreement (a contract that regulates how costs are allocated and the revenue is being distributed back to the US)
  - Liability to comply with local labor laws, GDPR etc.
  - Actions required to run an entity are expensive and time intensive
  - If it does not work – they have to pay to deregister entity and wind everything down

# Case Study



Mount Street provides services and products across the credit, real estate-backed, asset-backed, and structured finance markets in EMEA, the U.S., and Australia.

They had become Europe's largest third-party servicer of commercial real estate lending and shipping debt. For Mount Street, the future is borderless as they discover new opportunities to grow and expand their team.

***“We learned about Globalization Partners just after we opened up our office in Sydney, Australia. I believe that if we had known about you beforehand, we would have done it differently. And that’s been a real learning experience.”***

## Poll Question

Do your clients have open recs for specialized / skilled positions they cannot fill locally?

**YES**

**NO**

02

## Access Talent

- ✓ Specific talent or location
- ✓ 1-2 people regionally

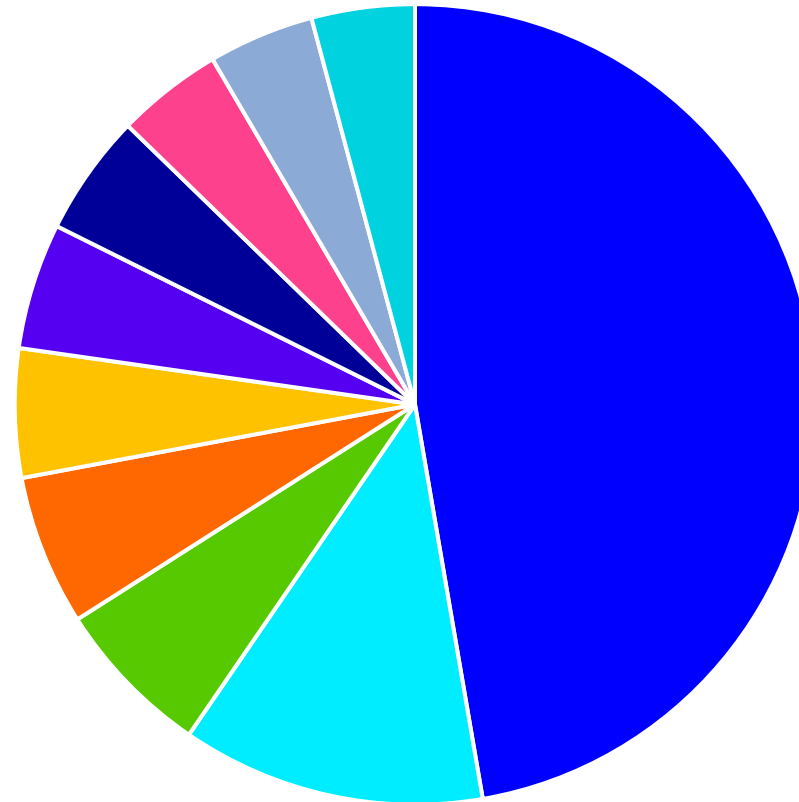
**The Opportunity:** Your client is a rapidly expanding software company and they've identified a world-class engineer in Israel they want to hire.

**The Problem:** HR has no way of setting her up on their payroll in her country before the proposed start date.

**The Value You Create:** You can support your client's internal HR team by turning to G-P to generate a compliant employment contract and hire the candidate quickly – with locally compliant payroll she would be paid on time and support by in-country HR experts for all matters.

# Top Industries

Top 10 Industries



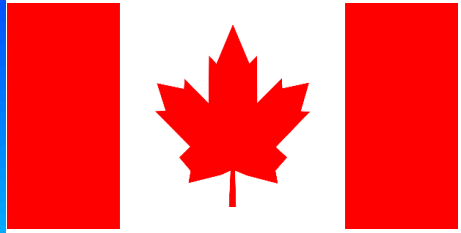
- Software
- Online Service
- Manufacturing
- Biotechnology
- Telecommunications
- Business Services
- Consulting
- Education
- Medical Devices
- Financial Services



# Every Imaginable Position Has Been Hired on the G-P Platform

Tech & Life Sciences	Financial Services	Main Street	Professional Services	Non-Profit
Senior Software Engineer	Business Systems Specialist	Quality Controller	Customer Enablement Specialist	Program Manager
Senior Visual Designer	Manager, Business Development-EMEA	Global Supplier Quality Engineer	Strategy & Operations Manager	Visiting Assistant Professor in Chinese
Chief Information Officer	Head of China and General Partner	Country Manager	Junior Media Buyer	Policy and Advocacy Manager
Lead Technical Designer	Director of Strategy and Operations	BAS Controls Application Engineer	Director of Engineering	Field Project Manager
Data Scientist	Investment Analyst	Production Merchandiser	Manager, Operations, Training and New Market Entry	Research Professional
Vice President, European Operations	Managing Director, Investor Relations	Technical and Policy Analyst	Advanced Analytics Consultant	Chief Policy and Markets Officer
Engineer- Virtual Infrastructure III	Managing Director, Capital & Partner Solutions	Scientist	Head of Business Development, Europe	Strategic Partnerships Lead, APAC
Clinical Trial Liaison	Finance Manager-Asia	Manufacturing Engineer, Printed Circuit Board Assembly	Tax Preparer	Head of Indonesian Market
Science & Technology Advisor	Partner	Logistics Manager	Events Specialist	Director, Communications
Head of Clinical, Japan	Business Intelligence Manager	Mechanical Design Engineer	Markets Engagement Director, UK & Int'l Brands	Regional Infrastructure and Connectivity Director

# Top 15 G-P Countries



Canada



United Kingdom



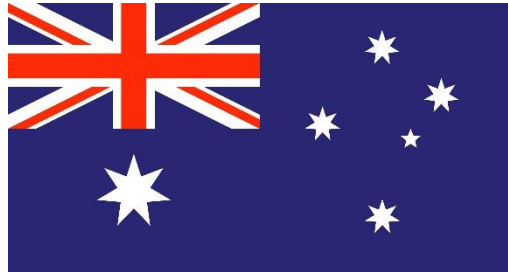
India



Mexico



Philippines



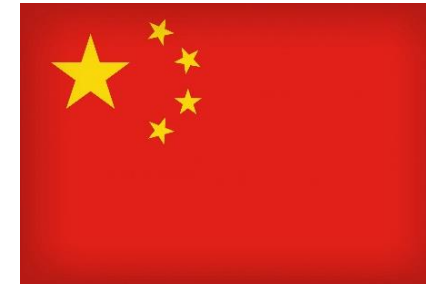
Australia



Spain



Germany



China



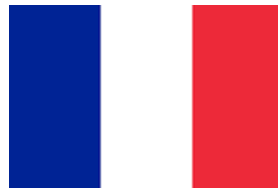
Brazil



Netherlands



Singapore



France



United Arab Emirates



Italy

# Case Study



Codecov is a computer software provider specialized in implementing a programmatic approach to code coverage. This is done by providing insightful reports and metrics for an optimized code development workflow. The solution unlocks the capacity to ship healthier code faster and diminishes risk involved in using untested code

By working with G-P, Codecov was able to bypass relying on traditionally hyper competitive talent markets, broadening its hiring horizons with global talent pools, and compliance is no longer a concern. Instead of spending time and resources researching the labor market specifics in any country they wished to hire, Codecov was able to focus their efforts on business growth and delegate their international hiring and onboarding.

*“Although software is borderless, employment is not. I had to decide as a leader how much time and focus I was going to spend learning the laws of the land of the specific places I was considering hiring in and setting up infrastructure to abide by those laws,” said Head of Codecov, Jerrod Engelberg,*

*“The moment you cross the country line, there is so much complexity that you do not know and probably will never know,” Engelberg said. “Even if you can solve the most common international HR items that come up 90% of the time, do not waste your time learning the last 10%.”*

03

## Worker Classification

- ✓ Avoid mis-classification fines
- ✓ Protect Intellectual Property

To maintain compliance and reduce risk, it's important for companies to classify workers properly – as either employees or contractors – based on the labor laws of the country where the worker is located

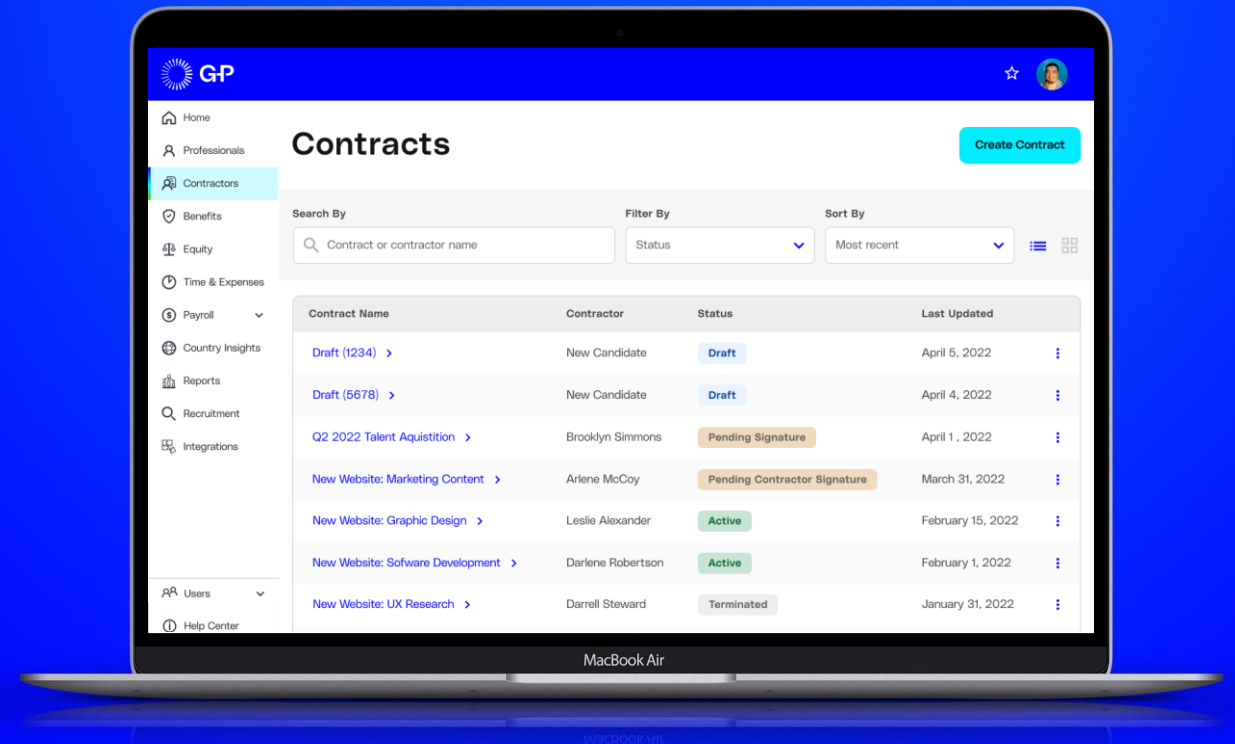
# Hire and pay Contractors through **G-P Contractor**

**One platform** to onboard, manage, and pay contractors in **180+ countries in 150 currencies** – all without having you to setup an entity or local bank account

**Hire contractors in a few clicks**, using our standardized global contract for an automated approval workflow

**Avoid** needing to use multiple in-country vendors, varied payment platforms and varied points of contact

Offer **payment flexibility** to your contractors by giving the ability to make bi-monthly payments in their contracting currency



# Case Study



## Reside Worldwide – Hospitality/Real Estate

They are the leading provider of professionally operated and managed global alternative accommodations with a portfolio of premier hospitality and technology brands.

They decided Singapore was the next country where they needed to hire in to expand their business, but a bigger challenge emerged.

*“I thought Singapore was going to be very difficult for us and very costly. If we were to have done it on our own, we would have had to establish an entity that required legal fees — all that stuff would have been cost-prohibitive for us,”* said Millard.

That’s the moment they decided to use a global Employer of Record.

## Poll Question

Do you think your clients would hire international talent, if it was easy for them?

**YES**

**NO**



How G-P supports you and your clients



# The G-P Solution



## Us, the employer of record

Provides compliant global employment infrastructure with a full suite of services including **legal, finance, accounting, payroll, benefits, time tracking, expense management & HRIS services**

Hires the professional onto our platform and assigns the professional 100% to your client

Can help them find the best global talent

Can pay true contractors

## Our mutual client

Need no local employment infrastructure

Manage the professional

Make all hiring, compensation, and termination decisions

## Their chosen hire

Reports directly and exclusively to your client

Feels like your client's employee

Lists them as their employer on LinkedIn and CV

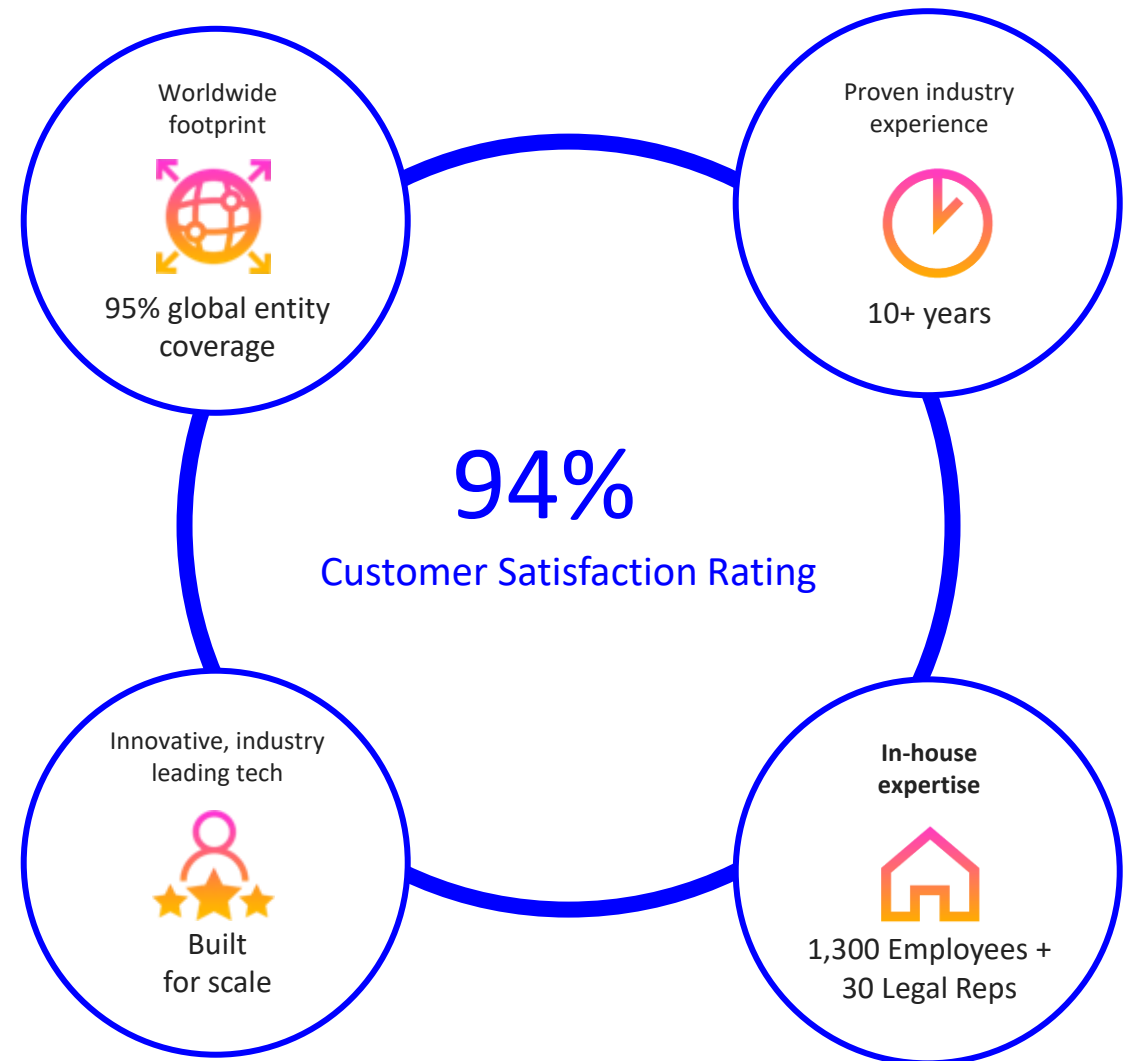
Has their phone number, email address, and business card

## We're Different.

Our comprehensive Global Employment Platform™ powered by technology and supported by our in-house expertise is unbeatable.

We are G-P: Your Partner in Globalization

The building blocks of a  
Global Employment Platform™ that matter.



## Best Fit Client Profile

- **More than 50% of U.S. Clients are using a PEO**
- Approximately 70% of our Clients have less than 100 employees
- Greater than 80% have outside financial backing
- New Hires, New Country, No Entity
- The first 1-5 employees in a new country
- Salaried Full-Time Professionals and Contractors





# Q&A



# Thank you!

Leah Cowperthwaite

Partner Manager, PEO Growth Partners

817-807-5561

LEAHC@G-P.COM

