

# Case Study: PEO Services Europe

## Software: Cyber Security

With one of the world's largest and most mature markets, a strong and stable geopolitical environment, and easy access to multiple regions – Europe is the next logical step to the global growth and development of many U.S.-based companies.

Here is the European development journey of one of our North-American clients that expanded to 5 European countries thanks to our PEO services.



## About our partner company

A cyber security firm in the Boston area wanted to hire and expand its 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 the expansion of their workforce.



**Boston**  
based



European countries

**The importance of testing new target markets and staying flexible before taking long-term decisions are well understood by EuroDev. Therefore, we offer services that enable North American software and tech companies to familiarize themselves with the European markets in a cost-effective and reliable way.**

## Challenges along the way



Legislative compliance risks in different countries



Dealing with different employment laws in various countries



The cost of hiring throughout Europe was much higher



Different time zones and currencies, and unknown cultures and languages

## Our game plan

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 back office support

## What we did

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 markets, 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.

## Results

Currently, the cyber security firm has employees in 5 European countries: Denmark, France, Germany, Austria, and The Netherlands.



The payroll process is handled entirely by a designated EuroDev team.



A dedicated team for all questions! They are equipped with the knowledge and experience to answer any questions with confidence.

## Who we are?

Founded in 1996, the EuroDev Group is a business development organization. We assist internationally oriented North American medium sized organizations that have a strategic focus to develop the European market.

Our team of dedicated, experienced and multilingual business developers and subject-matter experts have successfully worked for over 500 US and Canadian companies.

## Working with EuroDev

25+ Years of Experience and Network within the EU markets

Multilingual staff, dedicated to the partner's success

Making the effort to truly understand the client's values and align our internal processes to theirs

Cost-effective solutions to grow the Pan-European presence

European business development experts ranging from Sales to Marketing to HR