



# PARTNER'S PROFILE



USA  
based



20+  
years of experience



1000+  
employees



employment in Europe



5.8 million  
people



350.1 billion  
usd gdp



currency  
danish krone



danish  
language

The client is a well-known US software development company who works with 44 out of the Fortune 50 companies. They are helping companies and public-sector organizations innovate using the technology and data they already have.

After reaching exceptional success in the USA market, it was the right moment for the company to expand into new European territories with Denmark as their target country.

## Why Denmark?

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Denmark is the home to world-class software development talent, particularly in security and encryption, business solution development, and eGovernment solutions.

Many tech giants such as Microsoft, IBM, Nokia, and Google have already chosen Denmark to set up international research and development centers. A true hotspot for software development.

Like the other Scandinavian countries, Denmark has a high disposable income and good social services.

Moreover, most Danes speak English and German well. This, and the fact that Denmark ranks high on the "ease of doing business" index, makes Denmark an interesting European country to expand to.

# Challenges

In October 2016, the partnership between EuroDev and the American Software company was born.

The company has been developing software that supports the way that global organizations run their critical infrastructure and innovate for the future.

Although the company already had a European presence thanks to its office in the United Kingdom, the client was experiencing some difficulties with increasing its market share in Europe through other European countries. As a result, they contacted EuroDev to support them in further expanding their European team.

Even though Denmark is an extremely interesting country to employ talent, there are many difficulties in hiring staff, and other important factors should be taken into account as a foreign employer.

One of the factors to consider is the Collective bargaining agreements (CBA). Most Danish labor laws are laid down in a CBA. About 70% of Danish workers are members of a trade union. In addition, the CBAs differ from one industry to another. Most Danish employees work 37 hours a week, not 40, and are entitled to five weeks' holiday.

Moreover, employees pay very high-income taxes in Denmark. These taxes must of course be paid correctly by the employer and the employee. Additionally, the Danes pay around 8% in social security. This includes health insurance, maternity benefits, disability insurance, sickness benefits, and holiday pay. All these matters are arranged by EuroDev to support the client and employees.



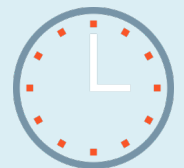
Dealing with Collective Bargaining Agreements



No knowledge and expertise in ever-changing Danish labor laws



Register employees in specific countries and deal with local authorities



Dealing with different time zones and currencies, and unknown cultures and languages



Drafting employment agreements that are in compliance with the national laws and in the local language



# OUR SOLUTIONS



Business structure



DBA registration



Tax registration

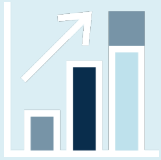


Social security



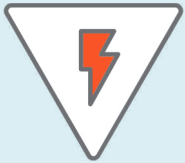
Employment contracts

# European extension to the HR department



Steady growth

Through EuroDev's PEO service we have been able to contribute to the steady growth of our client's business in Denmark and Europe. Through this PEO structure, EuroDev carries the liabilities for the legal compliance obligations on behalf of the client, which does not come without risk. Therefore it is of great importance to have sufficient and up-to-date knowledge and to take the right steps to set up employment in Denmark.



No risks

As our client was based in the United States, EuroDev acts as a European extension to the HR department of the client, meaning that there is a team available for the US HR department and the European employees. It is of the great value to the European employees as they do not have to worry about time differences, knowledge of the local labor law, or language/culture barriers.



team available  
all the time

The team consists of a European HR consultant, a Financial Consultant, and an Account Manager.



worry-free  
employees

# What we did

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With great pleasure, EuroDev has been able to build a long-term relationship with this partner in the software industry whereby a steady growth is visible within the Danish team.

Within EuroDev we are constantly ready to help and advise both clients and employees in the field of HR and payroll.

With each employee, an onboarding call was made to get acquainted and to build a relationship in which we act as the HR department for our client and their employees.

By providing these services, EuroDev ensures that the client can continuously focus on growing and improving their own organization's performance.



A single point-of-contact for all European HR needs



Centralized knowledge and up-to-date information and advice on local European payroll rules/regulations.



EuroDev minimized the client's corporate and employment liabilities

# Next Steps

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In order to ensure that the excellent growth and success of the client are maintained, we take a number of actions on a regular basis.

Weekly update calls with the partner company so that no issue is overlooked and to make sure that any potential concerns and objectives are discussed. This also keeps the client in the loop on the various HR matters throughout Europe and allows for continuous improvements in our current service delivery.

We have direct contact with the employees on a regular basis to ensure that their interests are addressed and so that they can focus on the core business of the client. This is an especially important step for employees who have moved abroad to fulfill the position.

EuroDev always thinks along with European matters. Thanks to our Sales Outsourcing, HR Outsourcing and Digital Marketing Services, we always have a professional available that can support the client with all European concerns. Thanks to our Pan-European scope, expanding into one European country is often only just the beginning.



# WHY EURODEV?



26+ 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

# WHO WE ARE

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

## MEET MONIQUE

Monique Ramondt-Sanders is our executive Vice President of HR Outsourcing and if you are planning your expansion to Europe - this is the contact you are looking for.



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## OUR TEAM

Our team of dedicated, experienced, and multilingual business developers are successfully helping over 500 North American companies.

**500+**  
partners