

# Rideshare innovator accelerates revenue growth with Global Employment Outsourcing

## The challenge

After several years of rapid growth and a new influx of venture capital, a rideshare innovator had an ambitious plan for global expansion. It looked to hire workers across more than 30 countries within a matter of months. Speed-to-market was its top priority.

But as the company implemented its aggressive expansion strategy, it faced unexpected setbacks. When establishing a legal business entity in Argentina, for example, the local government lost company paperwork, causing major delay. Entity set up processes that were projected to take several weeks took six to nine months or more in some markets.

International employment also proved to be more time-consuming than expected. Each country had its own labor regulations and restrictions to navigate and options for how to hire, onboard and pay workers were unknown. Without in-country HR expertise and support, the company was unable to deploy local talent quickly.

The company knew it needed a streamlined approach to global hiring that could be implemented quickly and scale with the growing needs of the business.

### INDUSTRY

Transportation

### LOCATIONS

Azerbaijan, Egypt, Thailand, Saudi Arabia, Morocco and more

### RESULTS

**\$8 billion**

Revenue growth in two years

**5X**

More revenue growth than competitor

**189 employees**

Hired through Global Employment Outsourcing

**34 countries**

Expanded presence with Safeguard Global partnership

**“Because the company was able to scale quickly and secure market share internationally, it experienced \$8 billion in revenue growth in two years—five times more revenue growth than its closest competitor in the same time period.”**

## The solution

When looking for a scalable way to meet its hiring needs, the company discovered that it could quickly hire and pay workers in every market in its expansion plan by using an employer of record. The company turned to Safeguard Global, and after talking through a comprehensive project plan for global expansion, realized that Global Employment Outsourcing (GEO) was more than an employment solution—it was a strategic partnership.

Over time, both companies established a strong working relationship, meeting weekly to build an HR knowledge base for each country and align on a strategic approach for deploying local talent. The Safeguard Global team provided standardized HR processes and procedures that could scale with the changing needs of the rideshare company's business and worked with the client to uphold compliance as new employment contracts and relationships were established.

Safeguard Global supported HR administration during each employment lifecycle, helping the company manage potential risks—like employee terminations—and proactively resolve issues that could impact growth.

## The results

Working with one global employment partner allowed the rideshare company to manage its entire workforce expansion from international headquarters—fast-tracking HR processes in each market. And with local knowledge and support from Safeguard Global, the company was able to quickly move forward without risk of noncompliance.

Over the course of two years, Safeguard Global enabled the rideshare innovator to hire, onboard and pay 189 international employees across 34 countries, while the company worked in parallel to establish its own local entities.

The strategic partnership with Safeguard Global allowed the company to enter new international markets in as little as two weeks—increasing speed-to-market by 1,400%. And because the company was able to scale quickly and secure market share internationally, it experienced \$8 billion in revenue growth in two years—five times more revenue growth than its closest competitor in the same time period.

## About Safeguard Global

Safeguard Global builds adaptive solutions for organizations seeking to thrive in the global economy. Through a combination of workforce management data, technologies, services and market expertise, Safeguard Global enables success through smarter, more efficient global employee management, recruitment, payroll, onboarding, expense management and more.

To learn more about the advantages of Global Employment Outsourcing for global expansion and employment, contact us at [hello@safeguardglobal.com](mailto:hello@safeguardglobal.com) or 737-704-2200.