

CASE STUDY

# Global Operations Simplified: **Elastic's** Expansion with **Global Expansion**



**GLOBAL  
EXPANSION**

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elastic

## EXECUTIVE SUMMARY

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Elastic, a leading provider of search-powered solutions, needed to expand its global operations to support a growing workforce. To achieve this, they replaced two EOR providers, Velocity and Procore, through a rigorous RFP process.

By partnering with Global Expansion (GX) as their global EOR provider, Elastic successfully onboarded and supported 52 employees in Costa Rica, Slovenia, South Africa, Poland, and Romania.

This strategic move enabled smooth international expansion, ensured compliance with local employment laws, and improved operational efficiency.



CASE STUDY

# Table of Contents

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- 01 Introduction  
Objectives
- 02 Problem Statement
- 03 Approach and Methodology  
Implementation
- 04 Analysis  
Challenges and Solutions  
Results and Outcomes  
Impact
- 05 Lessons Learned and Best Practices
- 06 Elastic and GX's Winning Combination

# 01

## INTRODUCTION

Elastic, a leader in search-powered solutions with its Elasticsearch technology, aimed to expand globally due to growing demand. By using talent from various regions, Elastic sought to drive innovation and enhance customer success.

### Objectives

The main goal was to establish a strong international presence by efficiently managing hiring and support in multiple countries.

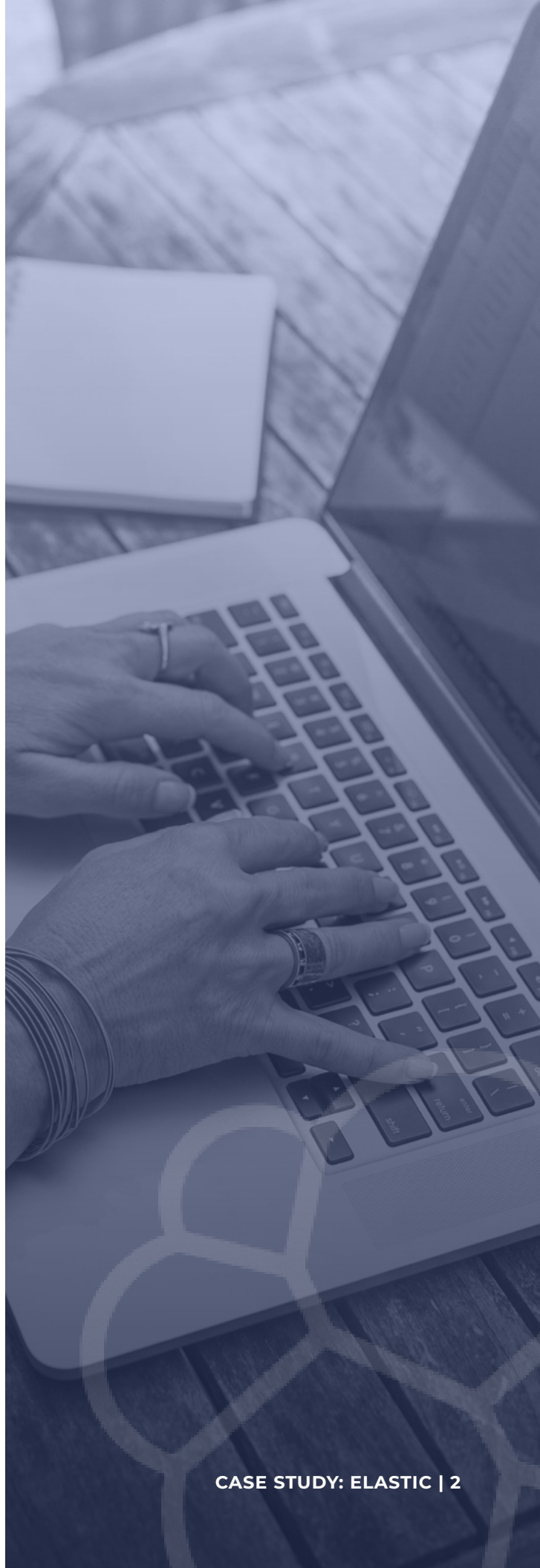
Elastic aimed to ensure compliance with local employment laws, offer competitive benefits and maintain operational consistency across all new regions.



# 02

## PROBLEM STATEMENT

As Elastic expanded its operations globally, it encountered significant challenges in managing employment laws, benefits, and payroll across different countries. Ensuring compliance and providing a consistent employee experience while managing the complexities of international employment was essential.



## APPROACH & METHODOLOGY

Elastic partnered with GX to harness its expertise as an EOR provider. This collaboration aimed to streamline the process of hiring and supporting employees in Costa Rica, Slovenia, South Africa, Poland, and Romania, while also recruiting key talent around the world.

### Implementation

GX took charge of the entire employment process, from onboarding to payroll management. They ensured compliance with local labor laws and provided competitive benefits tailored to each region.

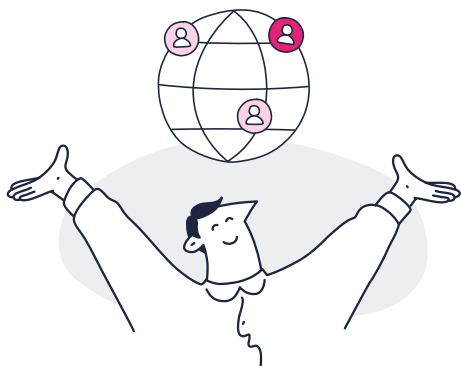
#### Key steps included:

- 1 Conducting thorough research on local employment regulations.
- 2 Designing tailored employment packages for each country.
- 3 Implementing a centralized payroll system to manage salaries and benefits.
- 4 Providing continuous support to address any legal or operational issues.
- 5 Delivering exceptional employee experience.
- 6 Supporting stock administration and tax subject matter expertise.

# 04

## ANALYSIS

The collaboration resulted in the successful onboarding of 52 employees across the five countries. Regular audits and feedback mechanisms were established to monitor compliance and employee satisfaction. Key metrics included time-to-hire, compliance adherence, and employee retention rates.



## Challenges & Solutions:

One significant challenge was managing the diverse regulatory landscapes. GX's local expertise in each country ensured that all legal requirements were met.

The integration of a centralized payroll system addressed the complexities of managing salaries and benefits across multiple regions.

## Results & Outcomes:

The partnership enabled Elastic to swiftly expand its global workforce, ensuring all employees were onboarded in compliance with local laws.

### Specific outcomes included:

- ✓ Reduced time-to-hire by 30% across all regions.
- ✓ 100% compliance with local employment regulations.
- ✓ Increased employee satisfaction due to consistent and competitive benefits.



## Impact

This strategic expansion allowed Elastic to tap into new markets and hire local talent, significantly enhancing its global operations.

The streamlined processes and ensured compliance minimized risks and operational disruptions.



# 05

## LESSONS LEARNED & BEST PRACTICES

Local expertise is crucial for managing regulatory landscapes, while a centralized system simplifies managing international payroll and benefits.

Continuous feedback and audits ensure compliance and employee satisfaction. Partnering with an experienced EOR provider helps mitigate the complexities of international expansion.

Tailored employment packages enhance employee satisfaction and retention, and centralized systems for payroll and compliance boost operational efficiency.

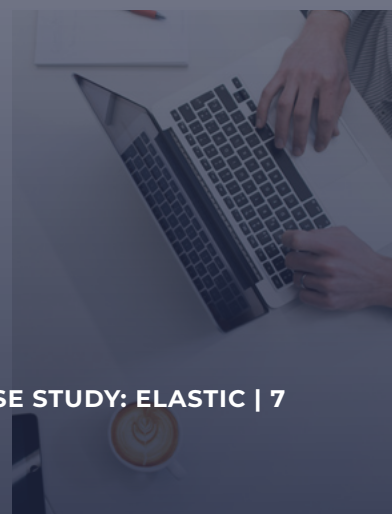
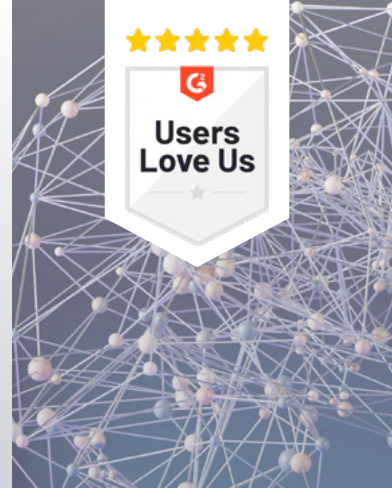


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## ELASTIC AND GX'S WINNING COMBINATION

Elastic's partnership with GX was pivotal in its successful international expansion. The collaboration addressed key challenges, ensured compliance, and provided a consistent employee experience across multiple regions.

The insights and best practices derived from this case study highlight the value of strategic partnerships in navigating the complexities of global operations.





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