

CASE STUDY

ACTSOFT, PARTNERS WITH ELEMENTS TO EXPAND GLOBAL FOOTPRINT IN ASIA AND EUROPE

CUSTOMER

Actsoft, Inc.

INDUSTRY

Computer Software/Mobile Resource Management

OFFICES

Headquarters: Tampa, Florida

SUBSIDIARIES

UK
India

GLOBAL EMPLOYEES

Approximately 110 employees in the United States, UK and India

ELEMENTS SERVICES

Legal compliance
Onboarding new employees
Employment contracts
Payroll functions



OVERVIEW

Actsoft is software-as-a-service (SaaS) company who develops mobile resource management solutions for businesses worldwide. They are the leading provider of mobile applications for businesses with workers in the field. Since 1999, Actsoft’s software solutions have evolved to become a specialized, easy-to-use combination of wireless and GPS technology with an array of data collection and management tools.

In December 2016, Actsoft was awarded a contract with a multinational British telecommunications company. Upon signing the contract, Actsoft needed to quickly expand to new regions they had not previously explored, including India and the UK.

Headquartered in Tampa Bay, Actsoft now has subsidiaries in the UK and India and plans to expand to additional markets in the future. The company has approximately 110 employees. Actsoft has been a customer of Elements Global Services (Elements) since the beginning of the summer of 2016, when they needed a partner to support their expansion efforts.



CHALLENGES

At the beginning of Actsoft’s partnership, they needed to explore hiring in areas of the world, including the UK and India, where they had no previous experience or expertise. Understanding compliance was a major challenge when hiring overseas employees, as was drafting robust employee contracts in each foreign market to protect themselves and their employees.

Without previous experience, knowing and fully understanding foreign regulations can be difficult for a business, especially when it wants to expand quickly – this was the situation in which Actsoft found itself. With the potential for additional future expansion, Actsoft concluded they should find an external partner with expertise supporting global expansion efforts. They also wanted support to help avoid contractual legal issues, while ensuring a positive employee experience from onboarding throughout their ongoing employment.



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CHOOSING ELEMENTS

After recognizing the need for an outside partner, the CFO of Actsoft set out to find a reputable, global employment resource that had experience with global expansion and could advise regarding things like market norms and compliance issues within specific key markets. As with other companies looking to grow globally, Actsoft was seeking a cost-conscious option that would help the company meet short-term goals, but remain a continuing resource to support future expansion efforts and employees abroad. All of these concerns were alleviated when Actsoft discovered Elements.



WORKING WITH ELEMENTS

From the beginning of the relationship, Elements became the key business partner that Actsoft needed. Elements helped Actsoft's internal team navigate key parts of global employment and onboarding processes which they were previously unfamiliar with, and provided support of Actsoft's global payroll, hiring and employment needs.

Elements played a critical role with legal compliance and contract development. With a team of lawyers with expertise in each market Actsoft was looking to enter, Elements was able to craft contracts that met appropriate compliance standards and kept Actsoft top-of-mind. Elements helped Actsoft alleviate all potential legal concerns. Elements also served as a reliable and actively available resource should employees abroad experience any issues. As their acting Employer of Record, the Elements team continues to support Actsoft in these capacities, relieving any global HR burdens, letting Actsoft focus on what it does best.



RESULTS

From onboarding and HR support to legal contracts and compliance concerns, Actsoft found a key business partner in Elements. Elements provided a more cost-effective solution to do business abroad and provided substantial support to Actsoft employees across the globe, which wouldn't otherwise have been available.

According to Actsoft, Elements' abundant support has been a bonus exceeding their expectations. Elements' expertise and knowledge of international compliance was an essential component of the partnership, and helped fill a knowledge gap that was crucial to Actsoft's expansion success. Overall, Elements continues to be an essential resource for Actsoft, providing the necessary resources and support for Actsoft to enter new markets and expand their international footprint.

