

INNOVA CASE STUDY

INNOVA MARKET INSIGHTS RETAINS TOP TALENT WITH SUPPORT FROM ELEMENTS

CUSTOMER

Innova Market Insights

INDUSTRY

Data Management/Food and Beverage Industry

OFFICES

Headquarters:
Netherlands

SUBSIDIARIES

US
China
UK
Malaysia
Australia
Mexico
Argentina
France
Spain

GLOBAL EMPLOYEES

Over 200 full-time employees across the globe

ELEMENTS SERVICES

Employment contracts
Legal compliance
Payroll services
HR support



OVERVIEW

Innova Market Insights (Innova) is a leading provider of knowledge solutions for the food and beverage industries. For the past 25 years, the company has analyzed and provided insights and trends in different marketplaces so businesses can better understand what is occurring with their products and, in turn, how to innovate them. Innova operates the largest food and drink product database in the world, recording brands, ingredients, claims, packaging, patents and promotions in every major market. The company covers 21 categories and 158 sub-categories in the food and drink arena, going into stores and tracking new products or brands in real time.

Headquartered in the Netherlands, Innova has employees across the globe and continues to grow into new markets. Innova started working with Elements Global Services (Elements) in 2016 to help with their expansion efforts as well as provide support for Innova employees relocating to new countries.



CHALLENGES

The expansive nature of Innova's products and services require the company to have people on the ground in many areas of the world, and within close proximity to key customer markets. With recruitment spanning across country lines and employees seizing opportunities in different cities, legal compliance was going to be a major hurdle with some countries maintaining stricter regulations on employment and taxation than others.

Innova recognized this challenge and understood the extensive amount of time it would take for their internal team to learn these new regulations. With the possibility of expanding into more regions in the future, Innova sought out a knowledgeable and reliable partner who understands the global employment landscape, and has the expertise to provide a strategic, full-service solution to the challenges stemming from international hiring.



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CHOOSING ELEMENTS

Innova consulted with an advisor in the United States to research potential partners with an all-encompassing solution and the expertise the company required. After exploring different possibilities, Elements was mentioned as a possible partner and Innova learned that an in-house employee was familiar with the entity. Further vetting and discussions lead Innova to the decision to work with Elements, a company they viewed as being able to provide deep expertise in global expansion and a complete service solution – one that encompassed legal compliance, human resources support, local payroll and benefits in a single package.



WORKING WITH ELEMENTS

Elements' full-service solution played a critical role in Innova's expansion into new markets. The internal team at Innova regularly consulted Elements' experts on local tax laws and regulations in different countries, providing significant support of the company's global hiring needs both in the Netherlands and abroad.

Elements also helped Innova's internal team forecast potential pitfalls or challenges they might face when hiring new employees abroad and served as a reliable resource when Innova experienced unexpected tests, providing quick and informed advice and responses. Elements continues to support Innova in these capacities.



RESULTS

The ease of working with a single, experienced partner versus multiple companies was apparent to Innova early in their collaboration with Elements. Not only did Elements deliver the full-service solution sought by Innova, the company also offered a more cost-effective solution to hiring and retaining top talent than other options. With Elements' extensive expertise and understanding of local employment laws, Innova employees have been able to move to new countries and work within those borders without concern of the company meeting local regulations.

Supplementing Innova's larger expansion initiatives, Elements' experts collaborate with Innova employees on a day-to-day basis, working together to solve complex issues and serving as a resource for questions or concerns. Elements helps Innova navigate the unexpected challenges and opportunities that come with global expansion and continues to successfully provide support for its growing employee base.

