

SYNCHRONIZING MULTIPLE GROUP MOVES OVERSEAS SAVES SILICON VALLEY COMPANY TENS-OF-THOUSANDS OF DOLLARS

CASE STUDY



This less than a decade-old flourishing company turned to Graebel to coordinate six small in number, yet very high-profile and complex international group moves within a 12-month stretch. These moves stemmed from the company's expanding global footprint through numerous, fast-breaking mergers and acquisitions. As a result, relocation and assignment volumes tripled for the client's organization in just one year.

THE CHALLENGE

Because of the client's highly competitive industry and confidential nature of the group moves, the company provided Graebel just 42 calendar days advance notice for each group move and to begin each group's unique requirements for its employees tapped for either permanent or short-term assignments. Visa and immigration challenges were prevalent due to the short notice and aggressive schedule.

THE SOLUTION

For each of the six off-shore group moves, detailed planning by the Graebel client-dedicated team took place immediately upon notice so that a plan could be agreed to by both Graebel and the client. The same team of Graebel relocation experts was assigned to manage all of the six groups from end-to-end. Weekly conference calls were conducted with the client's key players that included global human resource and its mergers and acquisitions representatives to discuss move status, gain quick answers and to establish on-the-spot approval for any exception.

(continued on reverse)

THE CUSTOMER

One of the premiere and fastest-growing global technology companies that employs nearly 2,500 employees worldwide.

THE SCOPE

To manage over 50 employees' moves amid six international group moves ranging from five to ten people per each group move. 50-percent of the relocations were slated to be permanent moves inbound to the U.S. with the other half scheduled for short-term assignments in various locations around the world.

WHY GRAEBEL?

No matter the frequency, size or geographic difficulty of a group move, Graebel has the proven ability and experience to manage them all. For approximately 24-months, Graebel had partnered with this rapidly growing company to build its global mobility program. With an intimate understanding of its new-age culture and mobility business practices, the client was confident that Graebel would quickly and efficiently manage its multiple international group moves with fresh solutions, and would be on time and within budget.

THE SOLUTION continued

As with any international relocation, obtaining the proper visa and immigration status to ensure entrance into the destination location is one of the most critical steps. In each instance, time was of the essence so Graebel worked diligently with its client and a visa and immigration provider to ensure that every family was in their destination and the assignee was legitimately ready to work according to schedule.

Two types of international moves were required to successfully achieve the client's hard-hitting growth plan. First, three groups of uniquely skilled employees were essential to start up operations in:



These three locations all warranted short-term assignments and assignees were set to begin work in the destination location on various dates. To achieve this requirement and reduce costs, the company mandated apartment sharing. Graebel coordinated rotational housing with its vetted on-the-ground destination service providers. This allowed assignees to proficiently move in and out of housing while at the same time the client realized reduced apartment rates from longer-term leases.

Second, another three groups of people were scheduled to permanently move to the U.S. from:



Clients' relocation programs are ahead of the curve because Graebel consistently recommends cost-saving solutions. Immediately upon notification of each group move, the relocation division engaged its parent organization's sister company, Graebel Movers International, Inc. and its service Graebel I CONNECT™ to coordinate efforts to consolidate each group's shipments rather than individually shipping goods in separate containers or as a Less than Container Load (LCL). For example, one group move utilized two 40' containers.

Expectations were established up-front with the client and assignees concerning the logistics. Precise planning was required by Graebel to ensure smooth execution of the consolidation goal, as this method typically can add more transit time from additional labor and can be problematic in light of the steamship container shortage. But thanks to the Graebel I CONNECT service option, the assignees' goods arrived on schedule and the client's shipping costs were reduced by 30-percent.

Group move from Israel realized unique cost savings initiatives:

- > 30-percent savings on shipments
- > \$2,000+ savings per assignee

A mobility benefit in the company's group move policy afforded lease cancellation assistance for renters. One group's origin location was Israel where most leases are written in Hebrew. The time required and cost to translate the extensive documents was not feasible; therefore Graebel recommended creating a legal amending document written in Hebrew that outlined the negotiated terms of the lease cancellation.

Many of the local landlords had limited access to email so the Graebel on-the-ground partners conducted face-to-face meetings to execute the amendments. This innovative approach saved the company over \$2,000 for each renter.

THE RESULTS

As a fully integrated organization, the Graebel relocation and international moving and storage divisions synchronized every aspect and proactively found solutions for the fast-changing and complex shifting parts that led to the successful group moves for these diverse, six groups while exceeding expectations for the client and its employees.

Examples of the single source solution steps that Graebel enacted:

- > Tailor-made plan for each group move
- > Engagement of an experienced and customer-first team of global experts
- > Proactive, calculated planning was performed immediately for each group move
- > Timely communication with all stakeholders throughout entire process
- > Proactively offered client innovative cost and time saving methods

To learn more about group move solutions and other relocation services contact Graebel today.

**#1 in the "HRO Today" Relocation Baker's Dozen - Two Years Running, 2010 and 2011.
Thinking Ahead. Moving You Forward. Transform Your Approach to Global Mobility with Graebel.**

FOR MORE INFORMATION ON GRAEBEL:

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