

CASE STUDY

Velocity Global



# ACCELERATING OVERSEAS EXPANSION

Relocating an essential employee  
to a growing European market.





RightHand Robotics (RHR) builds a data-driven intelligent picking platform, providing flexible and scalable automation for predictable order fulfillment. The software-driven, hardware-enabled modular solution can adapt to any picking situation order fulfillment in growing industries such as electronics, apparel, grocery, pharmaceuticals, and more.



## RightHand Robotics' Challenge

**With growing demand for its innovative e-commerce order fulfillment solution in Europe, RightHand Robotics needed a larger presence overseas.** RHR determined it needed to relocate an essential employee to better serve clients in Germany and surrounding markets—and it needed to do so quickly to meet rising demand.

Moving its employee overseas meant better service for existing and future clients for RHR, and was also the first step to a permanent presence in Europe. However, the company recognized the complexity involved with international relocation. It knew it needed to bring the essential employee on compliantly, as onboarding errors would significantly set back the company's European expansion.

RHR had no previous experience with international employee relocation or German employment law. The company acknowledged the need for expert guidance in navigating the complex relocation process from start to finish. RHR had a tight deadline and needed to nail down a solution for their Germany expansion as soon as possible.

## Velocity Global's Solution

After reviewing other costly and time-consuming methods, RightHand Robotics chose Velocity Global for its flexible global Employer of Record (EOR) solution.

Velocity Global guided RHR through the overseas employee transfer process, helping to streamline a difficult operation.

RHR trusted Velocity Global with its expansion needs because of the team's responsiveness in initial conversations; ability to provide clear, helpful answers; price point; and its experts' ability to accelerate the employee's presence in a new market. Ultimately, Velocity Global and its flexible global EOR solution gave RHR the confidence needed to plan for further team growth in Europe.

## Shared Success

RightHand Robotics successfully relocated its U.S. employee to Germany, officially establishing a business presence in Europe. Throughout the process, Velocity Global remained in contact with

RHR to ensure a smooth expansion experience. Velocity Global's market knowledge, expert guidance, and speed helped RHR meet its internal deadline and clients' needs.

RightHand Robotics' presence in Europe allowed its supported employee to meet with key clients in person, and to be present at existing project sites. Additionally, RHR sent its supported employee on shorter, cost-effective day trips to meet with clients rather than scheduling a European tour when the employee traveled to Europe from the U.S.

RHR was able to elevate its already-outstanding customer service because of its commitment to serving clients—and Velocity Global's flexible global EOR solution.

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Velocity Global had the tools in place to provide a seamless expansion experience, and enabled us to continue our core work without interruption.

**Jon Schechter**

Head of Europe, RightHand Robotics

# How RightHand Robotics met growing global demand



## RightHand Robotics' Challenge

- RightHand Robotics needed to relocate an essential employee to meet growing demand for its e-commerce order fulfillment solutions in Europe.
- With no prior experience in German employment law or the market, RHR sought a solution designed for compliance and expediency to meet its strict deadline.

## Velocity Global's Solution

- RightHand Robotics chose Velocity Global for its cost-effective and flexible global Employer of Record (EOR) solution.
- RHR relied on Velocity Global's expert guidance to navigate complex employment laws and help expand its unique services to a broader European market.

## Shared Success

- Shortly after finalizing key conversations and contracts with Velocity Global, RHR successfully relocated a key U.S.-based employee, establishing a new business presence in Germany.
- Because of RHR's early success in Germany, the company now looks beyond its borders for future European growth opportunities when the time is right.

## Facilitating global relocation with ease

Velocity Global helps you compliantly hire, pay, and manage anyone, anywhere. We simplify the employer and talent experience—combining cloud-based technology and unmatched human support in 185+ countries.

**Find out how we can help relocate your employees globally.**

**Reach Out Today**