



Five IT procurement considerations

to make as you expand
into EMEA

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Introduction

There are all kinds of reasons that ambitious businesses like yours may want to expand into new locations. Whether you want to attract new customers, diversify your business, or achieve new levels of growth, the right approach to global expansion can help. But without the right approach, expansion could lead to sunken costs, reduced productivity and a loss in market share.

Ensuring the right IT infrastructure is in place is key to making a successful move. However, choosing the technology is only one part of the puzzle. It's also crucial that you adopt an effective procurement strategy for your new region.

In this ebook, we'll look at how to build a solid IT procurement strategy to help you expand from the US into EMEA. We highlight five key things to look out for. Follow these, and you can be confident that you're making the right decisions.



The pillars of IT procurement planning



For your expansion to be successful, it's important to craft a meticulous plan for how your IT procurement will look in your new region.

It can be tempting to keep your IT procurement in the US, but this adds cost and complexity. It can also mean you accidentally deploy IT solutions that aren't compliant or fit for purpose.

EMEA is made up of 111 countries, all with their own rules, laws, specifications and policies. It's unlikely you'll be working across the whole of EMEA, but working across even two can be a different experience to working across the US where IT procurement is standardized across all states.

Instead, it's better to build a procurement function in your new territory, or outsource procurement to a partner with deep experience in your target region.

To ensure your IT procurement meets business requirements, you need to tick these four boxes:

1

Build a bespoke strategy

that's tailored to your target market. Preferably one that can scale to meet your needs as you grow.

2

Define policies

for both procurement and spending to help you control costs and assets.

3

Structure your organization

to ensure people with region-specific knowledge are on hand to make your expansion to a new territory as smooth as possible.

4

Set up systems

including the right software and configurations to monitor spending. This helps you control costs and get the right procurement checks and balances in place.



Tech specs matter



Once you've set up the systems, policies, and strategies that will power your growth plan, you need to think about the specific IT solutions your business needs.

Naturally, there's a fine balance to strike. Overspec your equipment, and you'll see costs balloon. Underspec what you need, and you run the risk of limiting employee productivity.

And it's not just the raw technical specs that matter. The kind of device your employees use, and its ease of use, can have significant knock-on effects for your talent acquisition.

Millennials, for instance, want to be part of a business that lets them work on tablets, phones, and PCs alike—and preferably across all devices seamlessly. Considering that by 2025 roughly 75% of the workforce will be made up of millennials, your device procurement could make a big difference to your organization's ability to attract talent in the future.

Technology moves fast, so you need to think about both the current situation and how the market will look down the road when you're making procurement decisions.

For instance, you might order hundreds of laptops from a vendor, only for them to change the type of power cable their laptops use in a few months' time. Suddenly, you have a significant number of assets that use old peripherals, and teams that have to switch between different types of kit wherever they go.

But if you know a local procurement provider that supplies the latest in tech solutions, you can choose them safe in the knowledge that your IT purchases will be future-proofed.

An experienced procurement partner will always stay ahead of these shifts in the market. This ensures that you don't have to. With the right partner, you'll get the right solutions for the right region, with no nasty surprises that cost you time and money.

The hidden costs of great tech

**Consider how
things work
across borders**



The moment your organization works across borders, there's a lot to consider about how your systems and IT solutions work. But you also need to think carefully about how your people work.

It pays to consider the softer side of management in multiple geographies, such as how to:

- Work effectively across multiple languages, and manage global communications.
- Navigate different business cultures (for example, some countries may be more flexible to remote working, while others may be very centered around working in the same office).
- Get the most from a different hiring pool; diverse skills and experiences can benefit your organization.
- Efficiently pay and receive payment in different currencies.
- Manage varied customs, laws, and tariffs on imports and exports.

There's even more to think about if you're expanding into multiple regions simultaneously. Do you plan to move into a few different countries in EMEA at the same time?

For example, will you need different keyboards to cater for different languages between your territories? And what happens when your people have to travel between regions? Can your IT equipment and peripherals help people work seamlessly wherever they go, or will they be stuck having to carry around endless power supply adapters?



Most of the IT you procure will go straight to the employee or the data center. But what about the spares and other kit you want to keep in stock?

Space can come at a premium in different territories, so filling up your new HQ with surplus equipment could be a costly exercise. This is especially true for parts in EMEA, where real estate can be much more expensive than the equivalent space in North America.

That's why it's worth looking into a just-in-time fulfillment approach. Either from your suppliers directly, or through a trusted procurement partner. By procuring solutions as and when you need them, you can get everyone the tools they need without spare parts and unused units taking up large amounts of warehouse space.

Where will your equipment fit?



Navigate the technical & cultural challenges with a global procurement partner

Expanding into a new territory demands a deep understanding of the technologies you will need—and the providers that can offer it in your new location.

But beyond that, expanding to new places demands careful consideration of different cultures and customs. For instance, how does your new territory view remote working? Is everyone expected to be in the office, or will you need to procure remote meeting and collaboration solutions? What about call culture? Are people expected to resolve issues over the phone more than via email? If so, will you want to equip your people with both desk phones and mobile devices?



WeWork expands into Europe with help from Presidio

Based in the US, WeWork helps entrepreneurs, freelancers, startups, SMEs, and large enterprises get the shared workspaces and technology solutions they need to succeed.

As WeWork looked to expand its offerings to Europe, it needed an IT procurement partner that could operate on a global scale.

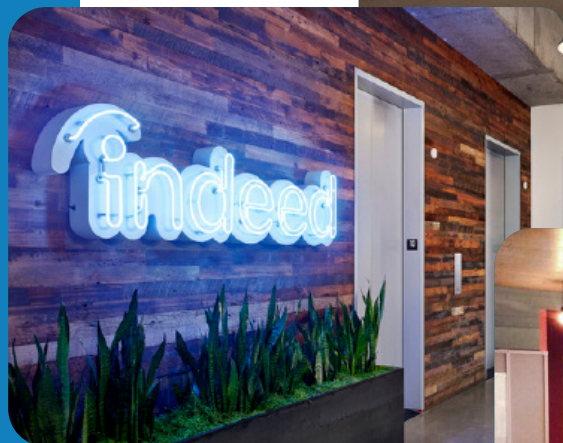
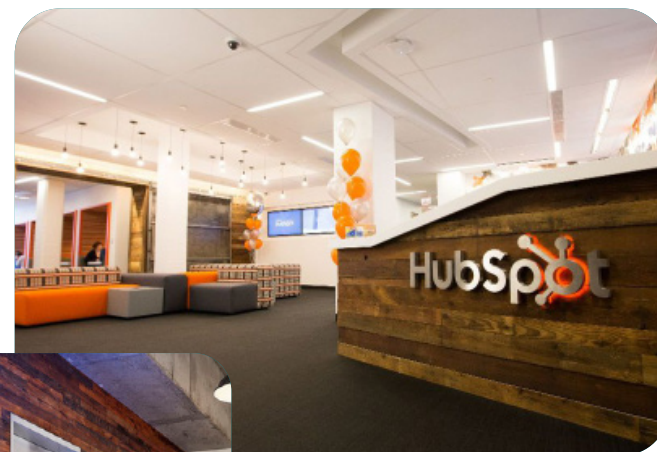
WeWork now procures all its end-user computing and data center solutions through Presidio, helping the company seamlessly onboard 200-300 new users monthly.

Often, you need people on the ground with a combination of deep procurement and fulfillment expertise and extensive local knowledge. It's these factors that will make sure your expansion goes as smoothly as possible.

However, finding these skills internally is a major challenge. And hiring these skills into the business can be expensive and time-consuming. Many organizations turn to a procurement partner to sort it all out for them.

As you know, there's more to procurement than just getting the right kit to the right people. If you treat procurement as a purely transactional function, that's what you'll get.

But if you're willing to work with a strategic partner, your procurement can add high-level value to the business. This will enable you to pursue your expansion and digital transformation initiatives with confidence.



At Presidio, we have extensive experience in navigating both the technical and cultural challenges of global expansion. In fact, we've helped some of the biggest businesses in the world successfully grow into new territories. These include Dropbox, HubSpot, Indeed and WeWork.



Presidio: Hubspot's trusted IT partner for over 4 years

A major provider of social media marketing, content management, and web analytics solutions, HubSpot is a rapidly growing business that needs a range of IT solutions.

Presidio has been a preferred IT supplier to HubSpot for over four years, providing tailored technology solutions to HubSpot offices across the EMEA and APAC regions.

Are you interested in expanding into EMEA? It's likely that you're experiencing (or will soon encounter) a range of technical, financial, and cultural challenges.

If you'd like to talk through these challenges and learn more about how Presidio can help you solve them, contact one of our procurement experts.

About Presidio

Presidio is a global digital services and solutions provider accelerating business transformation through secured technology modernization.

Our teams of engineers and solutions architects have deep expertise across cloud, security, networking and modern data center infrastructure and help customers acquire, deploy and operate technology that delivers impactful business outcomes. We are a trusted strategic advisor with a flexible full life cycle model of professional, managed, and support and staffing services to help execute, secure, operationalize and maintain technology solutions.

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