

COMPLEXITY & CHANGE

# 6 Reasons It's Time To Invest In Global Mobility Technology



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SOFTWARE



# Time For Change

In the current, highly disrupted world of work, global mobility teams and other people management functions are finding themselves with a leading responsibility for keeping organizations running smoothly and ensuring compliance with laws, regulations, and corporate policies.

To properly carry out these essential duties, HR and mobility teams need the best technology to support them. The right tools automate repetitive tasks and streamline processes, saving teams time, and allowing them to focus on high-value work. Technology also improves employee experience and financial oversight – both areas of increasing importance.

Finally, technology provides data analytics with which mobility programs can identify and uncover deeper trends within the workforce.

These insights add value to the entire organization and enable mobility teams and functions to become true business partners.

While these issues are always important, today they're more vital than ever to business success. Now is the time to upgrade global mobility systems.

## Here are six reasons why.

1. The pandemic and its legacy
2. Digital sprints and staying competitive
3. A consumer-grade experience
4. Changing personal priorities
5. A new generation of tools
6. Tougher compliance and tighter controls

# 1 THE PANDEMIC AND ITS LEGACY

Recent months have been a transformational time for HR and global mobility. In the tumult following the spread of COVID-19 and the ongoing threat of subsequent waves of virus variants and further lockdowns, these functions were thrust center stage and performed at the frontline of business continuity. Along the way, mobility teams built or enhanced many valuable relationships, with IT departments, occupational health, internal communications, security teams and, most of all, with business leadership.

During the pandemic, the need to quickly identify the location of every member of the global workforce became more essential than ever. Mobility teams also had to immediately respond to each individual's personal situation and determine who could move where, while keeping on top of changing border restrictions, vaccination statuses and corporate policies to determine whether workers were allowed to travel. This added a significant layer of complexity to an already complex job.

Business leaders all over the world have spoken of the prime importance of their employee's safety and wellbeing. So if upgrading an organization's mobility technology has been languishing on the corporate agenda for years, now is a good time to make the case and push it to the top.

Using the right technology boosts the efficiency of mobility teams, and provides them with the at-a-glance information about workers' whereabouts and personal details that they need to improve employee wellbeing and safety, which are crucial measures for businesses right now.



# 2 DIGITAL SPRINTS AND STAYING COMPETITIVE

Digital transformation was already underway in many organizations before COVID-19, and the pandemic has undoubtedly accelerated these projects by several years.

For mobility, the need for accurate, easily accessible, real-time information has never been more important. Cross border regulations are becoming more complex and dynamic for a number of reasons – Brexit, mandatory quarantines, closed borders, “green, amber, red” status, new posted worker rules and trade tensions, to name a few. Nation states are themselves adopting new rules and using technology to enforce them.

As automated technology takes hold across businesses of all sizes and sectors, global mobility programs can no longer rely on spreadsheets that require hours of manual input and reconciliation.

And more change is coming. The COVID-19 vaccination programs underway all over the world will hopefully mean an opening of borders in the not-to-distant future. With this good news story, however, comes new trade relationships, new markets and immigration policies, further disruption in supply chains, and changes in company ownership rules.

These drivers will create many opportunities for businesses with the right talent and workforce management programs to take the initiative and grow across borders. The winners will be those who provide a transparent experience for relocating employees and who can keep business moving by planning – and having alternative plans to accommodate change – so there's no hold up or delay in getting the right people where they're needed, at the right time, or getting employees working.

## 3

## A CONSUMER GRADE EXPERIENCE

Globally, mobile professionals are among an organization's most important stakeholders. They are a diverse group, ranging from the most seasoned professionals to new college graduates beginning their career. Today, all of them are also consumers who have experienced high-quality, responsive customer service, such as next-day delivery and personalization from providers such as Netflix and Amazon.

Today's workers, and not just mobile workers, want and expect a consumer-grade experience in their professional lives too. Anything less can be detrimental to the employee experience, productivity, employee engagement and ultimately, to the employer brand.

Being able to easily choose benefits, select a moving company, view housing options remotely, and check the status of services and shipments from a mobile

phone will be expected as standard. Employees will also expect employers to make sure moves take place in the expected timeframe, or that any delays are clearly communicated. Without the right technology, this assurance can be hard for mobility teams to provide, especially given the current supply chain disruptions and ongoing travel restrictions.

To help retain, engage and motivate workers, businesses should consider mobility technology with self-service tools and easy-to-use mobile portals. These allow global employees to access their data when and where it's convenient for them. The right technology will also create a personalized experience for employees, while freeing up admin time for the mobility team to deal with essential tasks and provide more value to the business.

## 4

## CHANGING PRIORITIES

Since March 2020, personal priorities have changed radically. In a report from LCP in the UK (published Feb 2021), survey respondents named their top three priorities today as the health of loved ones, social distancing and financial health. Compare this to the priorities of the year before: financial health, physical health and work/life balance.

Think about how these changing priorities will affect a global mobile workforce. Fewer workers may be attracted by long-term postings overseas, at least not without regular trips home. Older, more senior employees may be less willing to travel to certain locations because of health concerns. And remote work requirements may see staff working from their homes or other locations more often than before, which raises issues around compliance, duty of care and individual wellbeing.

What's needed to manage these trends is technology that's agile, flexible and can adapt to changing circumstances and expectations. With all of the disruption in today's working world, mobility teams have no time to waste on manually re-entering data each time a worker's travel preferences change, nor can they spare the resources to hunt through spreadsheets to determine an employee's location.

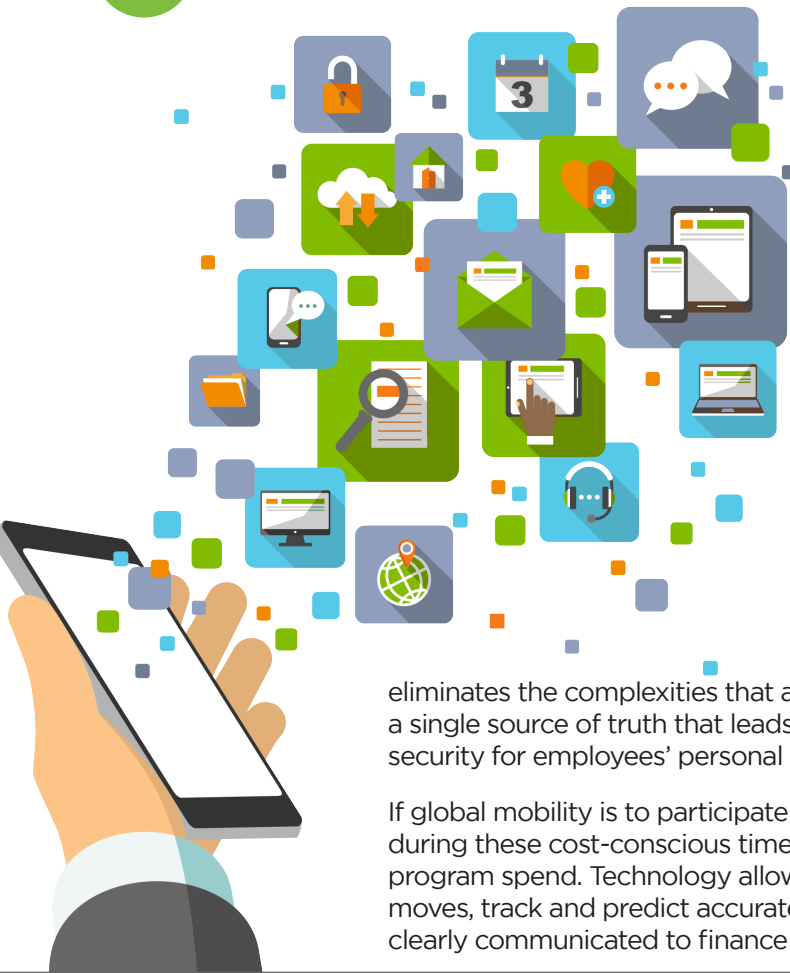
The right mobility technology provides real-time, on-demand data to reveal current trends and insights. It also offers self-service portals so employees can interact with mobility teams and arrange business travel flexibly and conveniently.

A new era of work has begun, so now is the right time for businesses to equip themselves with the technology and tools to meet its new demands and rules.



## 5

## A NEW GENERATION OF TOOLS



Very few HRIS systems can deal with the complexity of global mobility programs, particularly when it comes to cost management. Neither are HRIS systems alone typically able to perform tax cost estimates or total compensation gathering, both of which are critical in ensuring that businesses can budget and meet compliance and regulatory obligations. Given that customizing these systems is costly and time-consuming, a better option that minimizes risks is to perform these essential tasks with a dedicated global mobility management system that integrates with an organization's HRIS tools and other back-office systems.

The latest generation of technology empowers global mobility functions, enabling more valuable engagement and communication with other parts of the business through a single view and set of data. It removes the need for third-party providers to perform tasks such as cost estimates, payroll reconciliation or expense management, as the technology allows mobility teams to take care of this in-house. Integrated technology also

eliminates the complexities that arise from working in multiple vendor systems and provides a single source of truth that leads to greater efficiency, higher performance levels and tighter security for employees' personal data.

If global mobility is to participate in wider strategic conversations within the organization during these cost-conscious times, it needs to be able to understand and take full control of program spend. Technology allows mobility teams to automatically create cost estimates for moves, track and predict accurate move costs and calculate ROI for business travel that can be clearly communicated to finance and leadership as actionable insights.

## 6

## TOUGHER COMPLIANCE CONTROLS

The regulatory environment is getting tougher. Tax authorities are proactively scrutinizing equity transactions, payroll and the reporting of global compensation for mobile employees, while also focusing on short-term business travellers. Data protection rules and immigration laws are also constantly evolving, while organizations are regularly updating their own policies around business moves, duty of care and fairness of opportunity.

Global mobility technology can help businesses to effectively manage their compliance obligations. Having instant access to current tax rules for hundreds of jurisdictions around the world, being able to call up a world map showing where all employees are working at any moment, and possessing a record of how employees' personal data is being used, all reduce the time and effort required to prove compliance to laws and regulations. That all of this workforce data resides in a secure, trackable solution, also minimizes risks.

The fewer resources mobility teams dedicate to crunching numbers and filing paperwork with regulatory bodies, the more they can contribute to supporting wider mobility goals, such as improving worker experience and developing talent.

Along with legal and regulatory oversight, mobility teams require technology that allows for strong workflow management to stay in control of the full lifecycle of employee moves. This includes tracking each stage of the move from initiation to repatriation, managing third-party services that support moves, ensuring the timeliness of manager authorizations and approvals, and maintaining consistency of operations.







## SUMMARY

Businesses with cross-border operations or ambitions today are faced with complexity and change, and leaders expect high-quality and speedy visibility and reporting into every aspect of their employees' experience.

The right technology is the key to global mobility's transformation from a labor-intensive, administrative function, into a program that supports improvements for the entire organization, tracks and evaluates ROI, and focuses on business-critical tasks.

With the right tools, mobility teams can produce value-adding and sophisticated insights that help the business run an efficient and effective global operation and make better strategic decisions to navigate the challenges and opportunities of international business today.



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