

FT GLOBAL 100 LEADER IN E-COMMERCE BEAMS

GRAEBEL FOR SINGLE SOURCE SOLUTION WORLDWIDE

CASE STUDY



For over 60 years, providing unusual value and services in relocation to its clients has been Graebel's only focus. Rapid growth of this FT Global 100 company's booming global e-commerce business required that its workforce grow and led to the expansion of its facility footprint. 10,000 employee workplaces' would relocate to a central, multi-building corporate campus. Due to its extensive office relocation experience, Graebel was brought in to help plan and execute the multi-phased process. Previously, the client had selected Graebel to administer its employees' relocation and household goods moving and storage needs worldwide. With a one-stop solution for its employees and office relocations, the complexity of the diverse moving components and requirements was simplified immediately for this client.

THE CHALLENGE

With its fast growing company, the need to expand every aspect of its organization became eminent. The company was outgrowing office space, expanding into new markets and increasing and promoting its workforce worldwide.

Previously, its complex multi-faceted global mobility program had proven difficult for various other providers to service and for the company's human resource management to administer. To minimize costs and to maximize employees' satisfaction levels, on all fronts, would require a well qualified and customer-focused supplier in employee and office relocations.

THE SOLUTION

Graebel had demonstrated its ability to provide worldwide high-quality, cost-effective employee relocation services. Very satisfied with its global mobility services, and because Graebel relocation and commercial workplace services can be purchased individually or bundled, the client pinged the local Graebel center.

With an industry-unique, integrated infrastructure, Graebel relocation and office moving veterans collaborated to offer a cost-efficient single source solution for this global company immediately.

(continued on reverse)

THE CUSTOMER

FT Global 100 company and leader in e-commerce employs a diverse, multi-lingual workforce of more than 31,000 people across the Americas, Europe and Asia. Revenues exceeded \$34 billion in 2010.

THE SCOPE

To perform the company's multi-phased 11 building campus move following each completed construction phase. Relocate 10,000 employee workplaces over 24-months, without business disruption. And, to concurrently manage the client's global mobility program encompassing thousands of employee relocations and often under tight timelines to satisfy expanding business needs annually.

WHY GRAEBEL FOR A SINGLE SOURCE SOLUTION

This service-oriented and time-sensitive global company required a partner with the same attributes and a streamlined 'one throat to choke' service provider that would be 100-percent accountable for results.

The client found Graebel to be the industry's true single source global supplier of employee and office relocation services with 100-percent accountability. Worldwide workforce elasticity, detailed reporting and accurate invoicing, a client-dedicated team and executive sponsors' commitment to client policy, pricing and on-time service compliance also contributed to this client's decision to award its employee and office relocation program to Graebel.

THE SOLUTION continued**CAMPUS MOVE**

Growth was so rapid that as soon as it would fill an office building, the need to lease another location was almost immediate. To more effectively conduct business meetings, the company shuttled employees between five separate locations. The client calculated that having its facilities on the same campus would foster future growth and remedy many issues including this unruly, time-wasting process.

Prior to the campus move, Graebel met with the procurement and facilities' leaders to offer insight on the intricacies and risks of a multi-building commercial office relocation.

When the client issued a request for proposal (RFP) for the campus move because of its local work for this client and extensive office and campus moving experience nationwide, Graebel was awarded the project. Pre-move planning started at once for the 10,000 employee office relocations.

To ensure minimal interruptions to the client's business and employee productivity, five structured phases spanning over 24 months were scheduled to facilitate the entire relocation that would increase the client's footprint from 1.2 million to 2.1 million square feet.

Zero Tolerance for Disruption

Critical objectives for the client were minimal disruption to its employees and to relocate as many offices on the weekends as possible. Graebel is customer-centric and highly flexible; therefore up to 600 offices were often moved over a single weekend with 25 crew members working in structured shifts of 12 hours-on, 12 hours-off. Dedicated Graebel executives were onsite to ensure smooth execution.

Innovative Technology

To systemize the complex labeling process involved in an office move, Graebel employed a sophisticated information management system.

Instead of a color code method that tasks a client's employee to write the new workplace location on labels and the tagging of all items to move, Graebel automated the process. The technology and process that Graebel deployed generates labels that post the new location detailing the aisle, row and workstation and eliminates errors common in a manual process. It also reduced the extra time and effort that the customer's employees were required to dedicate to their moves versus taking care of the client's business.

EMPLOYEE GLOBAL MOBILITY SERVICES

In the span of 36-months, the client's global mobility activity has more than doubled. Graebel administers its full-service relocation services in 153 countries that include:

- > Departure services
- > Expense management
- > Household goods move management
- > Destination services

Thought Leadership

Just as insight was shared for the campus office move, Graebel has also kept the client ahead of the curve by providing policy benchmarks and counseling to ensure up-to-date and competitive benefit offerings for its transferred associates.

In addition, the client participates in Graebel-hosted events like regional round tables and the Relocation Policy Summit, where industry professionals collaborate and share global mobility trends and solutions annually.



Graebel actively participates in the client's human resource meetings around the world. In addition to its team members, Graebel has brought global supply chain partners to these meetings that have been held in:

- > China
- > India
- > France
- > Luxembourg

THE RESULTS

With laser focus to exceed expectations and to provide high-quality services of unusual value, Graebel delivered single source, cost-effective solutions that encompassed every employee and office relocation need for this high-profile, rapidly growing FT Global 100 client.

Solid execution of facilitating a complex campus move, traveling the world to participate in the client's human resource conferences and providing flexible, relocation and moving solutions worldwide has proven to be cost-efficient and successful for this client.

To learn more about single source employee and office relocation and commercial workplace solutions contact Graebel today.

Ranked #1 with "HRO Today" Relocation Baker's Dozen - Two Years Running, 2010 and 2011.

Thinking Ahead. Moving You Forward. Graebel will keep your relocation program ahead of the curve.

FOR MORE INFORMATION ON GRAEBEL:

Graebel World Headquarters | 16346 Airport Circle | Aurora, CO 80011 | 800.723.6683 | 303.214.2156 (fax) | marcom@graebel.com | www.GRAEBEL.com

GRA-129 © 2011 Graebel Companies, Inc. All rights reserved. *Client cannot be specified due to contractual confidentiality.

