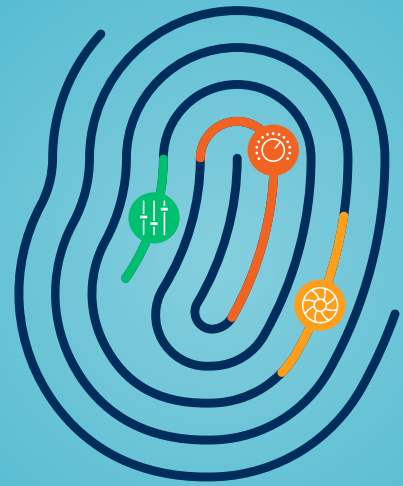


Bringing Graebel
globalCONNECT® to life
3 mobility technology fingerprints



USE CASE 1

Large and in charge



This global telecom organization needed an internally integrated and highly customized mobility technology platform to manage its roster of global assignees, a group that spans expats, permanent relocations and short-term assignments across 15 countries.

AT A GLANCE

Industry: **Telecom**

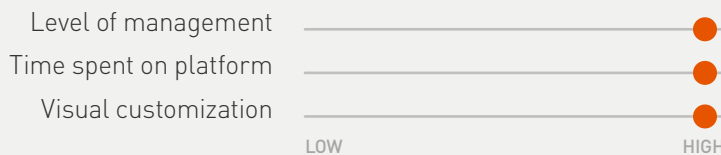
Employees: **100K+**

Mobility Home Base: **UK**

Assignees: **~1000/yr**

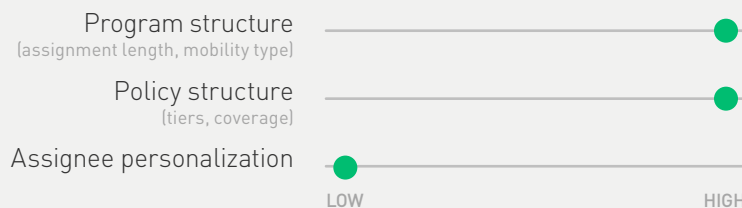
How they calibrated the globalCONNECT platform

ACCESS What is the experience for the Mobility team?



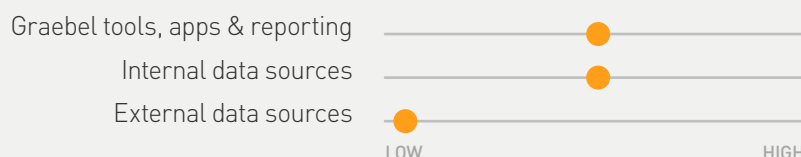
“The technology needs to feel like our own. We have specific ways we want to do things—we’re in there every day—and need to configure the platform to match.”

ENGAGE What is the experience for assignees?



“Our program needs are as diverse and complex as our people. We need assignees to focus on their assignment; we spend a lot of time in the system so they don’t have to.”

INTEGRATE What tools and APIs get activated?



“We are one company. We need one internal system so we can work more efficiently and reduce the back-and-forths... and the margin for error.”

USE CASE 1

How it comes to life



To instill a strong sense of ownership and agency among Mobility team users, Graebel **customized the globalCONNECT interface**—including specialized reporting functions and a brand-specific look and feel.



The program benefits from a **dedicated Graebel consultant** who is hands-on and in direct contact with assignees, supporting their program needs, whether it's a one-way cross-country transfer or a six-week assignment abroad.



The organization is working to integrate its internal HR data into the platform by activating the **HRIS API**, reducing data lookups and handoffs, and enabling a single system for all things *people*.



To monitor mobility status and accuracy, the Mobility team activated **Business Travel Manager**, Graebel's online solution that ensures compliance with relevant policies, laws and regulations.



With Graebel Analytics, powered by **Microsoft Power BI**, the Mobility team leverages descriptive analytics to diagnose what's happening in their program to make informed, forward-looking decisions that demonstrate real business impact and a strong return on mobility.

Why this works

Being at the helm of a robust, integrated and data-fueled platform, the Mobility team is well equipped to not only serve the business but also deliver highly personalized, hands-on support to their 1000+ global assignees. By making technology a core component of their mobility strategy, the team now supports the organization's wider talent strategy, which seeks to create a people-driven competitive advantage.

USE CASE 2

Right and tight



For this midsized multinational hospitality organization, human interaction was core to their brand and their mobility strategy. Internal resource and relationship constraints led the team to a self-contained mobility platform that supported specific assignee needs and business functions.

AT A GLANCE

Industry: **Hospitality**

Employees: **40K+**

Mobility Home Base: **EU/US**

Assignees: **~150/yr**

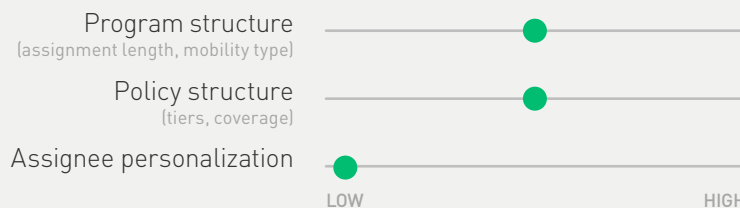
How they calibrated the globalCONNECT platform

ACCESS What is the experience for the Mobility team?



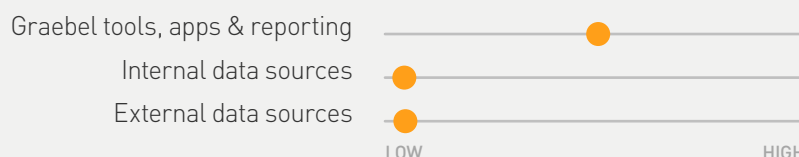
“My team isn’t very tech-savvy. We see the value a mobility platform brings to our program and our business, but it’s something we use—not something we live by.”

ENGAGE What is the experience for assignees?



“We’re a big company, but tech just isn’t in our DNA. We want our RMC to work with our team and build strong relationships with our people. Call, email, ask them how their kids are doing.”

INTEGRATE What tools and APIs get activated?



“We don’t have the resources or relationships to align internal systems—not today, anyway. Our external vendors run their own separate systems, and that works for us.”

USE CASE 2

How it comes to life



Graebel takes a leadership role in managing the program platform and its assignee information. If the Mobility team needs a report, an update or an answer, Graebel is there at a moment's notice.



Whether it's a short-term assignment or a permanent move, **Graebel acts as an extension of the Mobility team** and coordinates everything from customs paperwork to language training to getting families settled in their new neighborhoods.



Activating descriptive analytics through **Graebel Analytics** enables the team to monitor what's happening in their program and make data-backed decisions going forward.

Why this works

With the Graebel team on the front lines and the globalCONNECT platform behind them, the Mobility team can confidently support their high-touch program. Now, with rich information, deep expertise and active support, the team has left behind time-consuming, spreadsheet-based workflows and is consistently demonstrating strategic business value to support wider organizational imperatives.

USE CASE 3

One team. One tech.



This US-based global Fortune 50 pharmaceutical company needed a comprehensive and highly integrated mobility technology platform to support its diverse program needs and satisfy its approximately 500 assignees (split between permanent relocations and short-term assignments).

AT A GLANCE

Industry: **Pharmaceutical**

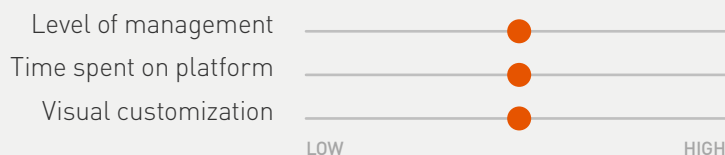
Employees: **60K+**

Mobility Home Base: **US**

Assignees: **~500/yr**

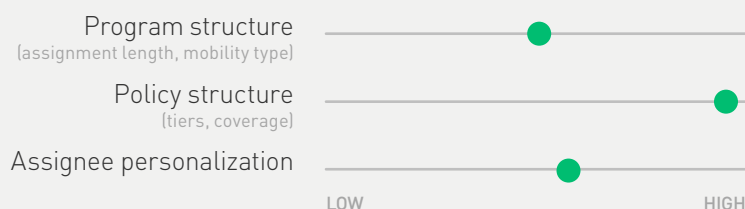
How they calibrated the globalCONNECT platform

ACCESS What is the experience for the Mobility team?



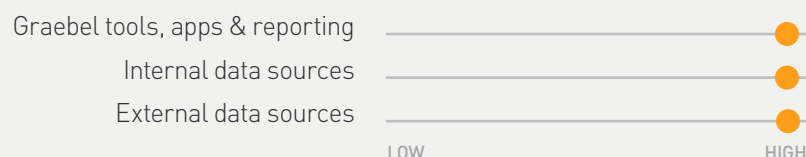
"I don't live and breathe in any system. I'll run reports when I need to, but I'll leave the day-to-day up to my RMC counterparts."

ENGAGE What is the experience for assignees?



"We need to cover both ends of the spectrum: a concierge service for executives and as self-serve as possible for our lump sum transferees."

INTEGRATE What tools and APIs get activated?



"Knowing that we have built a system that has everything in one place makes it easy for us to work together. One team, one source."

USE CASE 3

How it comes to life



The Mobility team didn't require a bespoke experience, but had specific needs. Graebel **customized the globalCONNECT interface** to include a widget that reported on the status of VIP moves—should the team be asked to provide an update quickly.



Graebel takes the lead on platform management, working closely with both the Mobility team and their assignees to ensure exceptional relocation experiences.



Multiple **internal and external data sources were activated**, bringing HRIS, Payroll and Tax in step with Mobility for an integrated mobility management experience.



The **Graebel Core-Flex Module** was activated to help the Mobility team manage program policy intricacies, scaling allowances and experiences to meet specific needs.



Lump sum transferees were equipped with **Graebel CitySwitcherSM powered by Shyft**, a self-serve web- and app-based experience that helps facilitate smooth relocations.

Why this works

Being accountable to the business often means leading with data. The integrated platform delivers complete and accurate information to help the Mobility team make informed decisions and demonstrate strategic value. And the team knows that no matter what type of mobility experience their people need—from self-managed lump sum to Graebel-led concierge service—they get the technology, information and support needed to create exceptional experiences.

Want to see how mobility technology
can support your unique program needs?

Identify your mobility fingerprint
or visit us at Graebel.com

GRAEBEL®

Here's to the
world ahead®