

TOSHIBA Leading Innovation >>>

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Wolfgang Gollub,
Senior manager,
administration –
general affairs
Toshiba Europe GmbH

Client

Toshiba Europe GmbH (TEG) is a unit of the Japanese technology conglomerate with responsibility for personal computer and display consumer products – including laptops, and televisions and other products. Based in Nuess in Germany, the company covers a geographical spread from Ireland to Moscow, and from Finland to South Africa. TEG employs over 900 people and has annual sales of more than €2.3 billion.

Challenge

Each consumer market has its own unique landscape and business environment, and TEG typically enters new countries with a handful of employees. The challenge is to find a suitable, scalable and cost-efficient way of establishing workspaces in new locations. Important factors include whether the workspace is fit for purpose, the ability to grow or shrink headcount as required, and how much management time it takes to manage the overall property portfolio.

Solution

TEG has used Regus solutions to enter six countries: Denmark, Finland, Norway, Hungary, Poland, and South Africa.

"The Regus solution means I can have one point of contact and one form of contract for hundreds of cities," said Wolfgang Gollub, senior manager, administration – general affairs, TEG. "It's simple, cost-effective and does not require a long term commitment that either hinders growth or wastes money on unnecessary space. It makes setting up in a new country risk and hassle free."

Most importantly, using Regus gives the TEG team flexibility. They have access to international-standard corporate workspace with vital meeting and videoconferencing facilities and administrative support, wherever and whenever they need it. In South Africa for example, TEG initially started with a team of just two to test local demand. Over three years the business developed and the team grew to five members. A commercial decision was made to work with a local partner, and the group moved to the partner's conventional offices and no longer required their own workspace.

"Working with Regus is a win-win situation," said Gollub. "In South Africa we had the flexibility to expand when we needed, and when business conditions meant we no longer had the same workplace requirement we were able to transfer our contract value to another location."

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Regus[®]

Corporate
Workspace
Solutions

Rethink the way you work.

Regus Corporate Workspace Solutions is dedicated to helping global organisations realise the full potential offered by alternative working models. In short we help enable radical transformations in the way they do business.

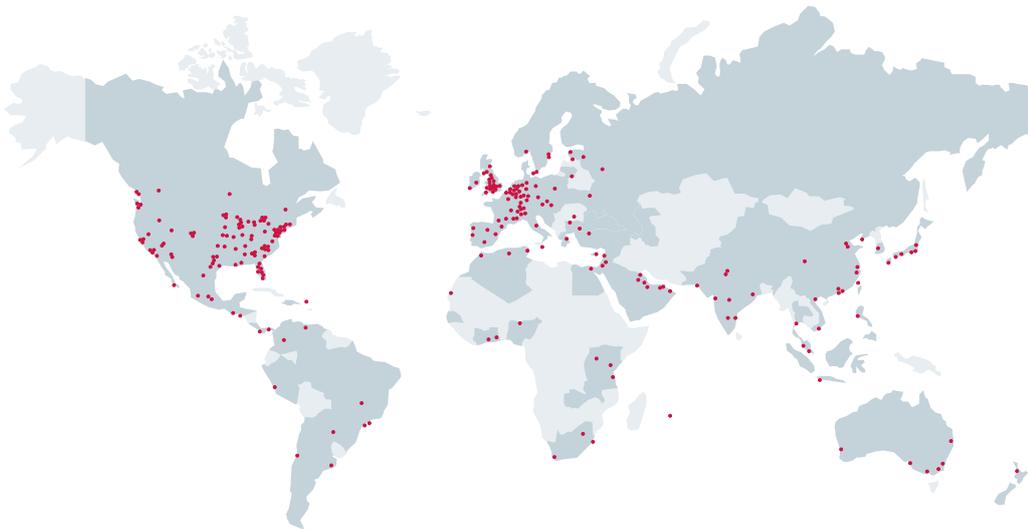
With a global network spanning 500 cities and 85 countries, we are the world's largest provider of innovative workspace solutions. And by tailoring these solutions to our customers' needs we enable them to grow revenues, reduce costs, increase profitability, become more agile and provide great working environments for their people.

The world of business is changing, and so are the ways businesses work. Organisations are under pressure to do more than improve efficiency – they must increase productivity with fewer resources.

This is why most of all Fortune 500 and FTSE 500 businesses are Regus customers.

- Reduce infrastructure costs up to 60% and remove leases from your balance sheet
- Establish an instant presence in new markets
- Empower your people, reduce their commute and increase their productivity
- Provide globally consistent standards for your distributed workforce
- Create great working environments for your people to collaborate and work more effectively
- Enable professional mobile working practices, wherever your people are

1100 locations | 85 countries | 500 cities



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