



Regus helps
minimise risk
when entering a
new market

Regus has saved
30%
in time and money

"It's now easy accessing and going to the office, doing my calls and meeting customers," Dereen Dulai, account executive in the Kwa Zulu Natal region *"There's a new airport at Umhlanga, a 10-minute drive away, and I've already met up with a customer flying in. Regus has made business simpler for me."*

Client

Entrepreneur Michael Dell founded the technology solutions company that bears his name in 1984. By 1992, Dell had joined the Fortune 500 elite and by 2001 it was the no.1 computer systems provider in the world. Today it has 100,000 employees worldwide and ships more than 10,000 systems every day to customers in 180 countries. Dell's head office in South Africa is in Johannesburg.

Challenge

Dell faced a typical chicken-and-egg challenge when it decided to grow its business in Durban.

On the one hand, it was entering a small, expanding market that didn't warrant the risk of a traditional office with a long-term contract. On the other, it had to show it was willing to invest in the area if its sales were to gain traction.

Since it already had a contract with Regus, Dell gave Dereen Dulai, its account executive in the Kwa Zulu Natal region, the option to take a Virtual Office Plus. This broke the deadlock and as a result sales are now taking off.

Solution

With much of his work done on the road, a Virtual Office gave Dereen an elite business address providing the means to build up credibility with his corporate customers.

The centre at Umhlanga Ridge is one of the newest in the Regus portfolio and makes a great first impression in an area that's flourishing. With Virtual Office Plus, Dereen had 40 hours a month of office use included and he made full use of it.

"It worked really well for me because we have a sales huddle on a Monday, and when I had meetings customers would be impressed that we worked from such an office," said Dereen. "It added value and credibility, which I would lose without Regus. Customers feel more secure that Dell is here to stay and wants to establish a relationship and invest in the region. It makes them feel we are growing."

With business picking up, Dereen needed more workspace hours and Regus once again came up with a flexible solution. He has now taken a Businessworld gold card, which gives him 10 extra days a month of workspace that's distraction-free – unlike his other option, a home office.

Overall, Dereen estimates Regus has also saved him around 30% in terms of time, money and convenience – conference calls, sales huddles and general meetings being a hassle to claim back.

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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.

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- Enable professional mobile working practices, wherever your people are

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