

Mastery of complex regulations and operational quality are crucial for growth of on-demand video giant in Brazil

Netflix explains how flexibility in customer service is key for maintaining the relationship with TMF Group in Brazil.

About the client

Netflix has been leading the way for digital content since 1997, when it was originally founded as an online movies and DVD rental and sales site. Since then, Netflix became the world's leading Internet television network with over 86 million members in over 190 countries enjoying more than 125 million hours of TV shows and movies per day, including original series, documentaries and feature films. Members can watch as much as they want, anytime, anywhere, on nearly any Internet-connected screen. Members can play, pause and resume watching, all without commercials or commitments.

In their words

"At the global level, Netflix outsources tax compliance processes through PwC. This had also been our service provider in Brazil since 2011. In 2015, with the purchase of PwC's business process outsourcing division in the Brazilian market, we started being served by TMF Group in the country. Nevertheless, on this occasion, due to the complexity of the regulations of the on-demand video industry in Brazil, we began to feel the need for a more dedicated service. Furthermore, our business has grown significantly in the country, demanding increasingly qualified professionals. We needed to spend more time on strategic issues, but to do that, it was essential to have a provider capable of fully meeting our operational business processes."

How TMF Group helped us

"Although it was not the standard format for the service offered by TMF Group, the company structured a dedicated team to serve us. We have also contracted the Accounting and Payroll outsourcing services, in addition to Tax Compliance, which we had already been using. Today, we are a much bigger company than we were three or four years ago. We have much more complex operations and a much larger volume of transactions."

"TMF Group proved to be extremely flexible, reshaping its service offering to meet our needs in Brazil. That was key for the success and maintenance of our agreement. By knowing that we have qualified professionals dedicated to our service, we can enjoy greater tranquility to devote time and effort to strategic issues for the continued growth of our business."

In the future

"As we continue expanding our operations in the Brazilian market, we need better-trained professionals. We believe that TMF Group is ready to support us in this direction, ensuring efficiency in our processes, irrespective of the complexity involved."

"We needed an offering that could meet the specific needs posed by the industry in Brazil. TMF Group had the flexibility to tailor its services while ensuring quality in Netflix's operating accounting, payroll and tax compliance processes in the country."

*Juliana M. Machado Pasqualetti
Latin America Finance Manager*

TMF provides the following services to Netflix in Brazil:

- Accounting
- Tax Compliance
- Payroll

 contact@tmf-group.com

 [tmf-group.com](https://www.tmf-group.com)