

Global IT service provider seeks assistance in regional expansion

Softline, a leading global IT service and solution provider, engaged TMF Group to increase their presence in Asia Pacific.

About the client

Softline (www.softlinegroup.com) is a leading global IT solutions and services provider focused on emerging markets. Founded in 1993, Softline offers a broad range of services, including software, hardware, as well as cloud, security and IT consulting. With more than 60,000 loyal private and public enterprise clients worldwide, Softline is among top five IT firms in more than 30 countries across Eastern Europe, Latin America and Asia.

Softline Asia has a focus on assisting customers with cloud migration and have helped to transition 82,700 users to cloud since 2015.

In their words

"Our aim is to become a listed company by 2019, so we must be able to demonstrate sustained growth and expansion into new markets. Within Asia we are currently operating in Vietnam, Malaysia, and Cambodia, and in the process of opening in three new markets: Thailand, Myanmar, and Korea.

"TMF Group's extensive local knowledge, together with their global and regional reach, means that they can provide us with corporate business services as well as specialist solutions, tailor-made to our company's needs."

How TMF Group helped us

"Our rapid expansion into new markets can sometimes create challenges, particularly in the set-up of new entities, so we engaged TMF Group for our Malaysian and Vietnamese operations to provide payroll services, directorships, and corporate secretarial services.

"Our priority now is further business expansion and we're confident that TMF Group's expertise will continue to support us as we enter new markets in Asia and in our drive to become a listed company."

In the future

"As a worldwide partner of Microsoft, we believe that being on the ground is the best way to meet the needs of our clients in diverse Asian markets. In the next three years, we will continue to grow and initiate operations in other Asia Pacific countries including Singapore, Indonesia, Philippines as well as Hong Kong and China. We'll certainly consider TMF Group to support Softline's roll-out in these markets."

"Our priority is business expansion and I know we can rely on TMF Group to help us, as they have the expertise and presence in every country into which we want to expand."

*Anthony Thong , Asia Pacific CFO
Softline Solutions International Sdn Bhd*

TMF Group offers the following services to Softline in Malaysia and Vietnam:

- HR and payroll
- Corporate secretarial

 contact@tmf-group.com

 tmf-group.com