

Global IT service and solution provider simplifies Asia-Pacific expansion.

Softline turns to TMF Group to handle entity management, HR and payroll as it expands regionally.

About Softline

Softline is a leading global solutions and services provider in digital transformation and cybersecurity, headquartered in London, UK. The company enables, facilitates and accelerates digital transformation for its customers' businesses, connecting 150,000+ organisations from all sectors with 6,000+ best-in-class IT vendors, alongside its own services and solutions.

Softline's 8,400 employees work in around 60 countries throughout Asia, Latin America, Eastern Europe and Africa – markets with significant growth potential. With a turnover of more than US\$2 billion, Softline is one of the fastest growing companies in the sector.



Jurisdictions where we serve them:

Malaysia and Vietnam

Industry

IT solutions and services

Services provided

Global entity management, HR and payroll

How we solve it?



The challenge

Softline's business strategy is to demonstrate sustained growth and expansion into new markets, especially in the run-up to its primary listing on the London Stock Exchange (LSE:SFTL) in late 2021.

As part of its ambitious expansion plans, Softline was in the process of opening in a number of Asia-Pacific markets. As a worldwide partner of large cloud-based IT providers, including Microsoft, Softline strongly believes that being present on the ground is the best way to meet the needs of its clients in diverse Asian markets.

However, detailed knowledge of in-country rules and regulations is not always easy to come by in a timely way, especially during periods of rapid expansion into new jurisdictions. Softline realised it would need external expertise, particularly in the set-up of new entities, in Malaysia and Vietnam.



The solution

Following a procurement process, Softline engaged TMF Group to support its Malaysian and Vietnamese operations with HR and payroll services, as well as entity management support in areas such as directorships and corporate secretarial services.

TMF Group's extensive local knowledge, together with its global and regional reach, means that it is able to provide both general business support services, as well as specialist solutions, tailor made to Softline's particular business needs.

"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

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