



Partnering with Regus

Assima stays connected with Regus.



Assima provides proof that hands-on experience is the best way to learn. The e-learning software company specialises in interactive training programmes for widely used business applications such as SAP and PeopleSoft. With 130 employees in four countries, the London-based company serves a high-profile list of multinational giants including 3M, Nike, and Microsoft.

“The Regus solution made it possible for us to move in and get started right away, without the time-consuming process of outfitting an empty office.”

– Emma King, Vice President of U.S. Operations, Assima

Founded in 2002, Assima and its innovative products were released to high demand in Europe. Only three years later, Assima’s Emma King was charged with establishing a U.S. headquarters in Chicago to serve the far-reaching needs of its global clients. Based on experiences from a former employer, King knew that The Regus Group could help her get the operation up and running quickly and cost-effectively.

“The Regus solution made it possible for us to move in and get started right away, without the time-consuming process of outfitting an empty office,” said King, now vice president U.S. operations for Assima. “And the space is easily adaptable to our needs as we grow.”

King visited a number of Regus business centres in the Chicago area, and settled on a suburban location in Schaumburg, Ill., for two primary reasons. First, the heavy travel schedules of Assima professionals called for an office address that was convenient to Chicago’s O’Hare International airport.

Second, the enthusiasm of the Regus staff at the Schaumburg location struck a chord with King. In addition to providing reception and administrative support, Regus professionals ensure that Assima stays connected to its home office across the pond through a virtual private network.

“Nothing is too much for them,” said King. “They create such a welcoming and energetic environment, and that’s very important for our customers and our employees.”



Partnering with Regus

CRA raises its profile and grows its business with Regus.



INTERNATIONAL

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*– Laura Dorenbecker,
Dallas Office Manager,
CRA International*

Formerly Charles River Associates, CRA International is the gold standard in its specialised corner of the consulting world. The Boston-based company offers general business consulting services, but is best known as a powerhouse in economic analysis, helping law firms and corporate clients determine the true value of business assets in court cases.

With nearly 1,000 employees in 23 offices around the world, CRA serves some of the biggest names in the Fortune 500. Premium offices in key business locations play an important role in maintaining the company’s first-class reputation.

When CRA expanded to Dallas in 2004, the operation consisted of a single executive, Dr. Allen Jacobs. Jacobs sought a flexible office arrangement that would allow him to grow the Dallas office and expand as necessary. He found his solution in The Regus Group. Two years later, CRA’s Dallas office employs eight professionals and has doubled its office space in Regus’ premier Turtle Creek business centre.

“Regus is perfect for us because it offers a flexible arrangement, in a strategic location, at a lower cost than a traditional lease,” said Laura Dorenbecker, CRA’s Dallas Office Manager. “And because of the fully furnished facilities, we don’t have to worry about things like copiers and fax machines. Regus does all that for us.”

In addition to its full-time office, CRA Dallas also takes advantage of Regus’ video-conferencing facilities and board rooms, which can be rented by the hour. CRA also calls on the Regus staff to answer the main phone line and help with administrative tasks instead of using a temporary agency.

“I can be gone for days at a time and not worry because I know someone will always pick up the phone,” said Dorenbecker. “We really appreciate the great attitude and work ethic of the Regus staff.”



Partnering with Regus

Cisco extends its reach while keeping costs low with Regus.



Technology experts speculate that the vast majority of all the world's Internet traffic touches Cisco Systems equipment somewhere along the information superhighway. As the industry leader in telecom and computer networking equipment, Cisco delivers the routers, switches, and other gear that send voices and data over wires and air at lightning speed.

Just as Cisco's equipment is hard at work all over the world, so are its employees. Sales personnel, especially, can be found in nearly every corner of the globe, but not always in company-owned facilities. Many of Cisco's newer geographic markets have presented an ideal business case to partner with The Regus Group for its ready-to-use business centres and flexible contracts.

"Customer satisfaction is always our number one priority, and Regus helps us accomplish that goal."

– Bob Cooper, Director of Sales for Cisco's Gulf Coast commercial operations, Cisco

"It's important for us to be nearby our customers and make ourselves accessible to them," said Bob Cooper, Director of Sales for Cisco's Gulf Coast commercial operations. "But it doesn't always make sense for us to establish our own permanent facility in that area."

The company currently has sales teams using Regus offices in several U.S. locations, as well as Canada, France, Russia, Morocco, and Mexico. The Regus model allows Cisco to move into a new area on a trial basis, without extending the capital to outfit its own office and hire local personnel.

"We're able to react quicker to growth opportunities and test-market a new location while keeping our costs under control," said Cooper. "For Cisco, it's a better method of sales delivery."

Cisco also uses Regus offices and meeting rooms to augment its presence in areas where it already has a company-owned office.

"For example, if our main facility is out in the suburbs, we might take out a small Regus office downtown to put our people closer to a customer project," said Cooper. "Customer satisfaction is always our number one priority, and Regus helps us accomplish that goal."



Partnering with Regus

FITOP quickly adopts to changing needs with Regus.



FITOP stands for Financial Industry's Technical Officers and Professionals. Founded in 1999, the staffing firm works with some of the country's largest financial organisations to recruit and place top candidates in the areas of accounting, finance, and information technology.

FITOP's primary office is a Regus facility in Schaumburg, Ill., a suburb of Chicago. Starting off as a home-based business with a virtual assistant, FITOP president Robert Thorp was able to grow his firm quickly, hire additional staff, and move into a full-time office in one of Schaumburg's premier business centres.

Reaching beyond the main office, FITOP's six professionals and extended network of specialists rely on Regus centres to work on client projects in other key markets such as New York, Boston, and Dallas. The flexibility of fully furnished office space allows the team to set up quickly, stay for a few days or up to several weeks, and vacate without penalty.

Partly as a result of FITOP's ability to adapt quickly, its revenue has skyrocketed 1,200 percent over just three years, to more than \$3.5 million. "I would recommend Regus to any small business that wants to quickly become a medium-sized business," said Thorp.

Tax season is a particularly busy time for FITOP, when financial firms have increased needs for accounting professionals. Working with Regus, FITOP is able to expand its office capacity quickly in order to bring in additional recruiters to meet temporary spikes in demand.

"The value of Regus is not just in the office space they provide — it's also in the staff," said Thorp. "Unlike other office space providers, Regus is not just a landlord; they are a partner that offers solutions to help our business grow."

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President, FITOP*



Partnering with Regus

Limas and Associates Consulting makes the right impression with Regus.



Dr. Joe Limas is the president of Dallas-based Limas and Associates Consulting. Founded in 2002, Limas' firm specialises in helping businesses understand and resolve complex management and leadership issues in the areas of human resources, training and development, ethics, and change management.

Limas' primary office is a Regus business centre in Dallas. He spent his first several years in business working from his home, but eventually realised that he needed a more professional environment in which to meet with clients and his network of associates.

"My clients would often ask me, 'where is your office?', and I wanted to make a stronger impression than only having a home office," said Limas. "I shopped around with a number of office space providers and found that Regus offered the best combination of price, flexibility, and quality facilities."

A solo operation for the moment, Limas relies on the Regus receptionist in his office to transfer calls and perform basic administrative tasks. He also appreciates the community environment of entrepreneurs that occupy other offices in his Regus business centre. "I've actually picked up a couple of clients by networking with the other companies in the business centre," said Limas. "It was enough to cover two months' rent."

Limas travels extensively to give seminars and meet with out-of-town clients, and he plans to take advantage of Regus meeting and conference rooms for these activities.

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*– Dr. Joe Limas,
President, Limas and
Associates Consulting*



Partnering with Regus

StoneTurn Group keeps its operation agile with Regus.



Like the company name implies, StoneTurn Group specialises in uncovering all the facts. With its professional expertise rooted in accounting, the company assists law firms and corporations in complex business litigation, forensic accounting, forensic technology, and intellectual property matters.

StoneTurn has been a Regus Group client from its very beginning. Founded in Boston in 2004, the firm needed a flexible real estate solution to start out with cautious optimism.

“When we opened our first office, we weren’t sure how much space we would need for our growing business or how many people we would hire over the first 12 months,” said Simon Platt, managing partner. “So we didn’t want to sign a long-term lease, tie up a lot of capital in office infrastructure, or be locked into too small of a space.”

Regus’ flexible month-to-month contracts and pre-furnished office space proved to be the right solution for StoneTurn’s start-up phase. And as the company grew, they were able to add more space as hiring decisions were made. Today, StoneTurn’s successful practice has a total of six full-time offices (Boston, Houston, Austin, San Francisco, London, Washington, D.C.), all of which are in Regus business centres.

In addition to the flexible terms, StoneTurn finds value in Regus’ quality facilities. “We typically work with first-rate, big law firms, so it’s important for us to be at the right address,” said Platt. “And the right address, in this case, means a downtown office in a class A building.”

When StoneTurn’s consultants are on the road, they turn to Regus for meeting rooms in key locations such as New York, Chicago, and London.

“Being able to arrange for space on short notice is especially helpful,” said Platt.

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*– Simon Platt,
Managing Partner,
StoneTurn Group*