



Datadog

Tapping into new markets around the world—quickly and compliantly



DATADOG

Datadog is a monitoring service for cloud-scale applications that helps companies see their full infrastructure—cloud, servers, apps, services, metrics, and more—all in one place. Founded in 2010, Datadog has experienced tremendous growth in the U.S. and sought entry into the global marketplace to accelerate expansion of its business.

THE CHALLENGE

Datadog needed a quick and efficient solution to access new international markets in order to expand its global reach and tap into new customer bases.

In an effort to remain flexible and move quickly, it was reluctant to invest the time and resources necessary to establish foreign entities.

The company required a solution that would allow it to expand into multiple international markets simultaneously, and was looking for a trusted partner that offered a compliant, turnkey approach to global expansion. The solution also needed to give hiring managers the flexibility to hire across borders and to move foreign nationals into new countries to align with its business strategy.

THE SOLUTION

After considering several options, Datadog selected Velocity Global's International PEO (Professional Employer Organization) solution. This agile employment method enabled Datadog to enter new countries quickly and compliantly while it set up its own entities. International PEO streamlined the process for Datadog to transition to its own entities once it built out its formal presence.

Datadog put its confidence in the experts at Velocity Global to oversee compliance, manage payroll, mitigate risks, and provide necessary support to all its employees across the globe. With the ability to help Datadog expand and grow into over 185 countries, Velocity Global proved to be the expansion partner of choice for Datadog.

THE OUTCOME

Velocity Global's International PEO solution enabled Datadog to enter new markets faster than it ever thought possible. Since becoming a client in March 2016, Datadog has successfully expanded operations into fourteen countries by hiring over 85 global employees.

The ability to onboard employees in a matter of days with International PEO helps Datadog secure high-quality talent worldwide and provides its hiring managers with the simplicity to hire across borders. In an effort to secure additional key employees, Velocity Global provided further support by managing the visa and immigration process necessary to employ foreign nationals in-country.

As Datadog's global presence matures, it trusts Velocity Global to ensure its workforce is operating compliantly and is receiving the same level of support and benefits offered to its domestic employees.



"Velocity Global is a key strategic partner supporting our expansion efforts. Their responsiveness and level of service has been a true asset to our valued employees overseas."

- Sarah Clark, People Operations Manager at Datadog

THE CHALLENGE:

- ▶ With a mission to expand its global reach and access new customers, Datadog needed a quick and efficient solution to enter multiple foreign markets simultaneously. In an effort to remain flexible, Datadog was reluctant to invest the time and resources necessary to establish foreign entities across the globe.

THE SOLUTION:

- ▶ Velocity Global's innovative International PEO solution provided Datadog with a strategy to enter the global marketplace quickly, compliantly, and without setting up legal entities. With the ability to help Datadog expand into over 185 countries, Velocity Global proved to be the ideal global expansion partner.

THE OUTCOME:

- ▶ Since becoming a client in 2016, Datadog has successfully established a global presence with operations in ten international markets and counting. With International PEO, Datadog has the ability to onboard employees in a matter of days and is confident that its global workforce is operating compliantly.