



Digital Best Practices for

Global Mobility Management

How technology
enables a data driven
approach to global
mobility management



You'll often hear traditional relocation management companies say global mobility management technology is "nice to have," but due to the complexities of global mobility can never replace the personnel and services an RMC provides.

This denial of technology as an advantage has played out in many industries including telecommunications, ride share, and now mobility. Today it's the technology and software early adopters that lead the way.

Think about Xerox back before the rise of Microsoft. They were sitting on the Windows operating system but did not really believe that the business user or consumer would ever need that technology. They sold the rights to Bill Gates and Microsoft - the rest is history. Companies that stand to lose market share and revenue can either invest in technology and infrastructure to improve functionality or engage in a campaign of misinformation telling the story that technology won't help.

Personal attention will always be necessary for VIP moves, detailed questions, and going that extra mile to help assignees succeed, but technology enables personal support to be taken to the next level. It is not unreasonable to assume global mobility management technology will transform the industry in all facets within the next 5 years.

What are the necessary pillars to succeed in a global mobility industry driven by technology? They are a platform to gather the data, integration of external and internal data sources to enhance program and operational data, and the ability to analyze all data to forecast future results as well as optimizing programs and policies.

Creating a platform for success

Platform is a term used to define any software system that is able to organize and centralize all data associated with mobility. This includes all employee, immigration, tax and payroll, supply chain and operational data associated with your program. Today many relocation service providers are siloed, incorporating only a portion of the data mentioned above. Programs that leverage a partner with this infrastructure built in as part their DNA will be poised to take advantage, while others will be caught playing catch up as the industry shifts.

Without a platform, mobility managers are forced to look at incomplete data coming from various software systems, spreadsheets and laptops. This can lead to bad conclusions, which lead to bad decisions. The old adage that bad data in means bad data out.



An Integrated view is key

Data integration, including the ability of your mobility data to integrate with other Human Resources functions like Talent Management, Payroll and Benefits, is a critical part of this transformation. This includes leveraging data from tax and Immigration partners as well as data sources that can be used to help improve the employee experience for assignees such as political climate, safety, traffic patterns, rent, cost of living, climate and language.

The ability to combine mobility program data with unstructured text in surveys, employment reviews, industry publications and more will elevate the roll of mobility to the “C” suite by discovering trends, patterns and anomalies. The future requires companies to leverage mobility as a core competency to drive talent and business strategy in an ever-expanding global economy.

Analyze and forecast

Everyone is talking “Analytics” and “Big Data” and “Predictive vs. Prescriptive”. A more simplistic definition is the ability to use data analysis tools to look at what happened historically to predict what will happen going forward based on your mobility data. It's not enough for the data to be collected. The data must be consistent and updated on a regular basis. Mobility teams must be able to create ad hoc reports and perform detailed analysis to understand their business.



Historically when relocation companies provide Reporting and Analytics, it requires a service engagement to create the reports or analyze the results. Leveraging a modern technology solution provides easy to use tools for mobility teams to create reports, build dashboards and analyze all of their own data with little or no interaction with services if so desired.

As technology becomes more and more a part of relocation management and the mobile employee's life, companies will need to adapt or risk losing clients and revenue by ignoring the reality that technology will continue to disrupt mobility. The global mobility industry will always be driven by providing turnkey solutions to customers. The difference is technology will allow companies to provide this service at a lower cost because some of the tasks will be handled on a self-service basis that in many cases will actually provide better service than people and spreadsheets.

About Topia

Topia is the end-to-end global mobility management suite that allows companies to move and manage their global talent. Over 100 global companies rely on Topia's technology and services for relocation and expatriate management, tax and payroll, and immigration data across more than 100 countries with maximum operational efficiency, employee satisfaction and engagement, and assured compliance.