

The VISTRA logo is displayed in a bold, white, sans-serif font against a dark blue background. The background features a large, curved, dark blue shape on the left side and a series of vertical, glowing blue lines on the right side, creating a modern, technological aesthetic.

VISTRA

Case study: 1WorldSync

**Vistra helps 1WorldSync
consolidate global
payroll and other
corporate services
amid rapid growth**

Since 2019, Vistra has helped 1WorldSync **reduce costs, improve operational efficiencies and deliver on ambitious acquisition and expansion plans.** This success was achieved with Vistra's payroll, advisory, entity establishment and other corporate services amid 1WorldSync's rapid growth.



1WorldSync Company overview

1WorldSync is a leading provider of omnichannel product content solutions, enabling more than 14,000 global companies in over 60 countries to share authentic, trusted content with customers and consumers. Through its technology platform and expert services, 1WorldSync solves revenue impacting product content challenges faced by leading brands and retailers in the CPG/retail, DIY, consumer electronics, healthcare and food service industries.

🏭 **Industry** Product content mgmt

📍 **Location** Chicago, US

The challenge

1WorldSync had ambitious growth plans to acquire businesses outside the US and as a result, would need to consolidate operations outside of the US and Brazil.

In 2019, 1WorldSync acquired a business with operations in France, the Netherlands and Canada and needed to quickly assume responsibility for fundamental services, such as payroll, benefits administration and expense management, but recognised that it didn't have relevant local expertise or capacity. This need was further accentuated by their acquisitions in the UK, Switzerland and Portugal.

Furthermore, it anticipated needing ancillary corporate services, such as entity registration, and wanted this to come from the same provider.

Vistra's solution

When Vistra was engaged, there was a clear need to move quickly and requirements varied from country to country. Vistra's onboarding team met the challenge:

- Payroll was transitioned across all countries and managed with no impact to employees
- Non-registered entities in Canada and France were established and registrations in the Netherlands and the UK were managed
- Vistra's proprietary technology platform, OverseasConnect, delivered consistency and transparency on a global scale

As 1WorldSync's requirements evolved, Vistra has performed a range of services across multiple business areas:

- Winding down the Netherlands entity
- Adding registrations in British Columbia



Vistra's solution continued

- Assisting with VAT training and registration
- Advising on and implementing employee benefits in each jurisdiction

This has all helped create a strong foundation for future growth. Vistra is now working with 1WorldSync on ERP system integration to make HR/payroll processes even more efficient.

Benefits

- Successful expansion into multiple locations
- Consolidation to one provider helps simplify payroll operations across countries
- Smooth onboarding, timely payroll and guidance on employment-related matters ensures employee satisfaction
- Dedicated team helps with future requirements and acquisitions

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countries provided with payroll

2

non-registered entities established

“From the very beginning, **Vistra understood our business and our needs and has delivered on every level.** Having a dedicated team and a direct contact means we can call or email and things get done quickly. They have experts across payroll, HR, tax and beyond, which gives us real peace of mind that we – and our employees – are in safe hands.”

Eileen Timmins VP, Human Resources and Administration, 1WorldSync

About Vistra

Here at Vistra, our **purpose is progress**. As a close ally to our clients, our role is to remove the friction that comes from the complexity of global business. We partner with companies and private capital managers along the corporate and private capital lifecycle. From HR to tax and from legal entity management to regulatory compliance, we quietly fix the operational and administrative frustrations that hamper business growth. With over 9000 experts in more than 50 markets, we can accelerate progress, improve processes and reduce risk, wherever your ambition takes you.

