

SimCorp: Immigration Helps Denmark-Based Software Provider Corner North American Market

“We develop and implement SimCorp Dimension, our world-class, front-to-back investment management solution,” says Ashley Perez, an HR consultant at the Copenhagen-based firm. “In order for us to operate as a truly global business, it’s important that our talent is able to seamlessly mobilize cross-border.”

With a strong market share in Europe, the tech provider has shifted its focus to growing its presence in North America for the last 10 years — and immigration has made it possible. Due to a lack of available local talent familiar with the intricacies of its product, SimCorp sought to recruit proven team members through the L-1 Intracompany Transfer visa program, which helped lay the groundwork for their North American operations.

So far, its unique global mobility program has helped create a diverse, highly skilled workforce of over 100 employees.

A Bumpy Road

Originally, SimCorp retained a traditional attorney to manage its work visa sponsorship needs. When I first joined the organization there were a lot of complaints about how immigration was handled. The process was disjointed and seemed unorganized. Employees were frustrated about missed emails and how long it took people to get responses to their questions,” says Julia Chopay, an HR business partner at SimCorp. “It was apparent that the traditional law firms were not going to help us scale the business.”

With government processing, immigration already adds time to the recruiting process. Any additional delay in an individual starting his or her role impacts productivity costing the company potential revenue.

One of SimCorp’s Canadian consultants needed a TN NAFTA Professional visa to obtain U.S. work authorization. “The consultant went to the border and it was denied. The law firm said they would fix the problem and that it wouldn’t happen again. The applicant went to the border a second time and it was denied again,” she says.

Intrigued by Envoy’s combination of cutting-edge technology and individualized support, SimCorp enlisted the company to resolve its



About the Company

Background

SimCorp’s software is an integrated investment management system that allows organizations in the financial sector to manage investments in real time.

Number of Clients Worldwide:

170+

Employees

1200

Visa Types

Canadian work permits, L-1 Intracompany Transfer visas, TN NAFTA Professional visas

Roles Sponsored

Consulting services and customer service consultants

immigration problems. Envoy delivered what a traditional law firm couldn't: an intuitive cloud-based management system, dedicated support team and experienced legal professionals. Once the two companies began working together, Envoy discovered the case required a specialized approach.

“Karen Gillespie (an attorney at Global Immigration Associates, Envoy’s exclusively affiliated law firm) ended up drafting a strong support letter that was a one-two punch on why the person was needed for that particular role,” Chopay says. The outcome was swift authorized entry into the United States — and no mayday calls at the border.

What Defines An Effective Immigration Partner?

Clear Expectations

“I’m not surprised by anything now because the attorneys assigned to assist SimCorp do a great job of setting expectations for visa approval, based on employees’ specific circumstances. In turn, we are able to set expectations with our managers, which is really important to us as a team. We never want to have our managers feel like they have been blindsided. Having all of the information up front makes that conversation so much easier.” — Perez

Actionable Recruitment Strategies

“It ties into our overall people strategy when we are able to get the right people into the right seats at the right time, especially as we scale in North America and grow as an organization. The talent we bring in with our immigration strategy is integral in making us successful.” — Chopay

An Efficient Process

“The attorneys we have used in the past would ask for copies of the same passport five times which was frustrating for both HR and the employee. What is great about Envoy is that you upload a document and it has one central location. That was a huge shift that people really appreciate.”— Chopay

Weekly Immigration Time Dedication

WITHOUT Envoy: 4 days



WITH Envoy : 1 day



Parallel Goals

“Our people strategy is to recruit, develop and retain top talent. Envoy is a valued partner in that strategy. Together we give SimCorp employees the opportunity to develop professionally and personally in an entirely new country seamlessly — which to many is the opportunity of a lifetime!” — Perez

About SimCorp

SimCorp provides integrated, best-in-class investment management solutions to the world’s leading asset managers, fund managers, asset servicers, pension and insurance funds, wealth managers and sovereign wealth funds. Whether deployed on premise or as an ASP solution, its core system, SimCorp Dimension, supports the entire investment value chain and range of instruments, all based on a market-leading IBOR. SimCorp invests more than 20 percent of its annual revenue in research and development, helping clients develop their business and stay ahead of ever-changing industry demands. Listed on NASDAQ Copenhagen, SimCorp is a global company, regionally covering all of Europe, North America, and Asia Pacific. For more information, please visit www.simcorp.com.



Julia Chopay

HR Business Partner



Ashley Perez

HR Consultant

