

BRIARS CASE STUDIES

Scale Locally, Expand Globally

Case Study 1: Pubnub's Global Expansion

▶ Challenges

- Unclear path to international expansion
- Delayed global deployment due to lack of local knowledge
- Difficulty recruiting top engineering and product talent in a competitive US market

▶ Solution

- Strategic guidance on international setup
- Full operational support across multiple regions
- Access to compliant global hiring solutions
- Enabled 24/7 team operations across time zones

▶ Impact

- Seamless expansion into 7 countries
- Nearly 200 employees worldwide
- Significant growth from international markets
- Access to global talent and 24/7 operations

“

Briars helped us unlock international growth. Their expertise enabled us to scale rapidly, build a global team, and focus on growing our business without getting stuck in the details.

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Case Study 2: Sigma UK Expansion

▶ Challenges

- UK incorporation & regulatory compliance
- Payroll, accounts, and tax management
- Client deposit account oversight
- Scalable HR & admin support

▶ Solution

- End-to-end UK setup & compliance
- Payroll, tax & account systems established
- Secure client fund management
- Tailored HR services (onboarding, benefits, compliance)
- Ongoing leadership-level engagement

▶ Impact

- Smooth market entry & operations
- Freed Sigma to focus on growth
- Trusted, responsive partnership

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Working with Briars has been a game-changer. Their comprehensive HR support and leadership involvement gave us the confidence that our needs were always a priority.

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Case Study 3:

Magnet's Global Payroll

► Challenges

- Rapid international growth required immediate payroll setup in multiple countries
- Lack of internal expertise to manage local payroll and compliance
- Risk of delays, errors, and fines without reliable support

► Solution

- Delivered compliant, country-specific payroll services across global locations
- Ensured timely salary payments and statutory filings
- Centralised reporting for better oversight and decision-making
- Scalable model aligned with Magnet's growth trajectory

► Impact

- Payroll in place for international hires in weeks
- Maintained full compliance across jurisdictions
- Focus on expansion, not admin
- Trusted partnership for ongoing global growth

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Briars made our global expansion possible. They took ownership of payroll across multiple countries so we could scale confidently, knowing our people were paid correctly and on time.

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Case Study 4: Sani Ikos UK Growth

► Challenges

- Launching UK operations from abroad
- Navigating complex legal and tax frameworks
- Needed local payroll, HR, and compliance support
- Time-critical requirements to meet launch deadlines

► Solution

- Managed full UK company setup
- Provided payroll, tax, and accounting services
- Delivered HR support for onboarding and compliance
- Direct coordination with international teams and advisors

► Impact

- UK entity launched on time
- Full compliance from day one
- Enabled smooth hiring and operations
- Trusted partner for ongoing UK growth

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Briars delivered fast, compliant solutions that integrated seamlessly with our global reporting. Their support lets us focus on growth, knowing operations are in expert hands.

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BRIARS + YOU

Discover a world of opportunity

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