효과적인 해외진출 전략
- 다국적 기업 사례들 중심으로

Regus Korea 지사장 윤 정 화
"Nobody is paying attention to the problem of acquiring and managing unneeded commercial real estate."

The Wall Street Journal, February 2003
OFFICES AND MEETING ROOMS ON TERMS THAT MEET YOUR OBJECTIVES

COST EFFECTIVE
- No up-front capital expenditure
- Lower monthly operating expenses
- Pay-as-you-use support services

FLEXIBLE
- You choose the location, term and office type
- Voice, data, furniture, support staff in place – consistent worldwide
- One-page agreement
- Secure office space globally with one point of contact

GLOBAL
- 60 countries, 350 cities, 750 locations

BUSINESS SUPPORT TEAM
- Fully-trained business support team
- 95% satisfaction rating
The Regus Proposition

**REGUS' NEW LOGIC OF REAL ESTATE**

Companies are leveraging outsourced office space to achieve business agility.

The result is a balanced property portfolio that adapts to marketplace changes worldwide.

...SUPPORTS TODAY'S BUSINESS NEEDS
The benefits of matching office space to business objectives – across business functions

Benefits Across Functions

Regus

Clients & Applications

GOVERNMENT
- Transportation Security Admin, USA
- Home Office UK
- Strategic Rail Authority UK
- Rijkswaterstaat NL
- Roca S.A., Italy

CONSULTING
- Accenture
- Bearing Point
- DHL Consulting
- Ernst & Young Cap Gemini
- McKinsey & Company
- Tata Consultancy

FINANCE
- ASIN AMRO Bank
- Bank of Scotland
- Fidelity Investments
- FirstMatter Finanzbank
- National Australia Group
- SOFNA
- Zurich Capital Markets

TECHNOLOGY
- Aegon Technologies
- Amadeus Software
- Fujitsu Siemens
- Google
- Hewlett-Packard
- Sebel Systems

LEGAL
- Dentons
- Freshfields
- Jones Day Reavis & Pogue
- Linklaters
- McKenna, Long & Aldridge
- McDermott, Will & Emery

Best Price
Global Network
Ease of Use
Speed & Flexibility
Confidentiality

APPLICATIONS

- Office Spaces
- Meeting Rooms
- Videoconferencing
- Global Membership Card

- Project Offices
- Regional Offices
- Meeting Rooms
- Videoconference Studies
- Global Membership Card

- Regional Offices
- M&A Due Diligence
- Executive Office
- Continuity Space
- Meeting Rooms

- New Market Entry Offices
- Sales & Service Branches
- Presence Offices
- Training Rooms
- Global Membership Card
- Sales Team Meetings

- Regional Offices
- Bar Rooms
- Pre-Trial Conference
- Videoconference Studies
  for remote depositions
Corporate Real Estate Portfolio – Analysis

LOCATIONS VS. SQUARE FEET

80% of your locations consist of space <10,000 sq. ft.
20% consists of space >10,000 sq. ft.

80% of your sq. ft. is in these spaces
20% is in these spaces

Fixed Portfolio
- Large Campus
- Call Centers
- Warehouses

Liquid Portfolio
- Manufacturing
- R&D Lab
- Country Hubs
- Branch Offices
- Sales Offices
- Swing Space
- Project Offices
- Overflow Offices

“Flexible officing solutions will represent about 20% of the commercial real estate market.”
Michael Jaroff, MIT

Requirements Overview

STRATEGIC BENEFITS TO USING REGUS

Agreement Term

Branch & Sales Offices

5,000 sq. ft. for 5 yrs

10,000 sq. ft. for 3 yrs

Medium Term Projects/Overflow/Regional Offices

5.5

5

4.5

4

3.5

3

2.5

2

1.5

1

0.5

0

0

5,000

10,000

15,000

20,000

25,000

Special Projects/Swing Space

Up to 25,000 sq. ft.

for 1.5 yrs

Regus®
7 REASONS TO OUTSOURCE WITH REGUS

1. FIXED & COMPETITIVE PRICING
   - Easy budgeting

2. CONSOLIDATE SPENDING
   - Greater discounts based on aggregate global expenditure

3. DE-RISK YOUR PORTFOLIO
   - Transfer any location from the original to any of our other 400 centres worldwide

4. "BEST-IN-CLASS" IT & WORKSPACE PLATFORM
   - Put systems into place once and replicate throughout your portfolio globally

5. STRATEGIC GLOBAL PORTFOLIO REVIEW
   - Know where and when to use Regus
   - Respond to needs of your local teams

6. ONE GLOBAL AGREEMENT
   - One-page agreement eliminates barrier to entry and complies with regional rules and regulations

7. A HIGHLY TRAINED LOCAL TEAM
   - Proficient in local language, customs and regulations
   - 95% overall customer satisfaction

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Regus Products

OFFICES AND MEETING ROOMS THAT MATCH YOUR BUSINESS NEEDS

- OFFICE
- VIRTUAL OFFICE (PLUS)
- VIRTUAL OFFICE
- MEETING ROOMS
- VIDEOCONFERENCING
- GLOBAL MEMBERSHIP CARD

Regus
Regus Offices

EVERYTHING YOU NEED TO OPTIMIZE BUSINESS PERFORMANCE

- Fully Equipped Offices
  - Single & team offices or full floors
  - Contemporary furniture
  - Conference areas
  - Cabins withe a sliding door
  - Dedicated cabling management system

- Fully Trained Business Support Team
  - Receptionist
  - Centre Manager
  - Highly trained staff
  - Pay-as-you-use services
  - Bilingual (local language and English)

- Leading-Edge Connectivity
  - High-speed internet access
  - Telephone lines & equipment
  - LAN connections
  - Communications Centre
  - Checkpoint security
  - Managed by International engineers

- Professional Business Environment
  - Professional's reception area
  - Meeting rooms
  - Common areas
  - Cyber Cafe
  - 3-point security system
  - Health & safety compliant
  - Utilities & maintenance

Regus Meeting Rooms

AN EFFICIENT AND COST-EFFECTIVE WAY TO MEET

- Meeting Room
  - Low cost, flexible selection: per person pricing by the hour, half-day or day

- Training Room
  - Professional and distraction-free setting with Internet and LAN connectivity ensures a successful session

- Interview Room
  - Private and confidential
  - Perfect when you want to create a great impression

- Boardroom
  - Fully equipped rooms, located in world capitals and business hubs

- Presentation
  - Perfect for client meetings
  - Full business support services and state-of-the-art audio visual equipment

- Videoconference
  - The most cost-effective way to hold remote meetings across the largest network of public access VC studios
**Business Support Package**

**RESOURCES THAT MAXIMIZE PRODUCTIVITY**
- Multi-lingual support staff
- 95% satisfaction rating among existing clients
- Pay-as-you-use or simple monthly fixed fee
- Consistent quality and service worldwide

**Connectivity Package**

**ESTABLISHED AND CONSISTENT TECHNOLOGY INFRASTRUCTURE**
- Turn-key and consistent state-of-the-art infrastructure across 60 countries
- Immediately available
- No upfront investment
- Award-winning Check Point managed firewall protection
**Telecom Package**

- Fully trained Regus team answers your calls and acts as your personal assistant
- Best-in-class PABX equipment
- Competitive calling charges
- Regus installs, manages and maintains system
- A cost-effective solution

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**Global Membership Client Card**

**ACCESS TO CLASS-A WORKING ENVIRONMENTS ACROSS THE GLOBE**

- Free unlimited access to our global network of 750 locations
- Productive and professional business facilities while traveling
- Consistent quality and service worldwide
Strategic Benefits

- COST SAVINGS
  - No up-front capital expenditure (save millions across portfolio)
  - Lower monthly Total Cost of Occupancy by 20-40%
  - Small space subleases = 0
  - Never pay for space you're not using

- GAIN COMPLETE FLEXIBILITY
  - Match office space, locations and layout to your business needs
  - Terms – one day / multiple years
  - Upsize/downsize without penalty
  - Right to transfer (Boston to Beijing)

- SIMPLIFY THE HANDLING OF YOUR WORKPLACE NEEDS
  - Single point of contact for your global needs
  - Simple one-page agreement
  - Consistent product & services worldwide
  - Re-direct your time and resources to moving your core business forward
  - Focus your real estate expertise on your large portfolio, let Regus manage the rest

In Closing

NEXT STEPS

- Conduct a strategic (global) portfolio review with property team

- Craft a plan that matches your office space to your business needs
  - Identify new locations
  - Examine expiring locations
  - Review underutilized locations

- Implement the plan

- Meet with other business leaders (sales, CIO, meeting planners, HR) to discuss other Regus products (meeting rooms, VC etc)

- Review the plan with you (quarterly)

- Refine and amend the plan based on your changing demands
Strategic Outsourcing Solutions

Aligning your Property Portfolio to your Business Objectives