

CASE STUDY



Helping a High-Growth Marketing Firm Scale through *Global Talent*



Industry:

Marketing Technology

New Markets:

Canada and Israel

Perform[cb] is committed to providing modern marketers and affiliate partners with performance-based solutions that maximize their return on marketing dollar investment.

Voted the number one cost-per-action (CPA) network in the world for the past five years, Perform[cb] has offices in Sarasota, Florida and Denver, Colorado as well as in Banja Luka, Bosnia.

Challenge

The company's success story attracted talent from countries like Canada and Israel and it needed to retain this talent without setting up a legal entity in those countries. Perform[cb] wanted a straightforward solution that reduced its administrative HR burden and ensured compliance while increasing its access to, and management of, skilled individuals in target markets.



“I wanted a company that could pay people for me and ensured that all processes, including payroll, were managed legally and in alignment with local cultural expectations and regulatory requirements.”

— Mike Hickman
Former Chief Financial Officer
Perform[cb]e

Solution

Atlas' Direct Employer of Record model allowed us to step in to assist with complex and changing employee circumstances that were previously outside Perform[cb]'s remit. In 2020, the pandemic meant that the company required support with restructuring the workforce and Atlas ensured that the process was handled compliantly and with care.

The relationship with Atlas took less than a month to implement across Perform[cb]. Initially, information and contracts moved back and forth as systems were set up — a complex process now met with standardized and clearly defined contracts. Today, Perform[cb] has the ability to onboard global talent in record time thanks to Atlas' many local entities, cutting down additional time and money of working with third-party vendors.

Our end-to-end AI-enabled technology platform has transformed Perform[cb]'s manual invoicing process. The team now manages invoices and commission from a central dashboard and gains immediate visibility into vacation time and payroll. When Perform[cb] moved from one private equity firm to another, the team had access to all the necessary data on demand. Atlas is a trusted partner, providing the service and compliant support the company needs to ensure its employees are connected and cared for.

“We’ve done record-setting onboarding in crazy amounts of time. We also can rely on Atlas to handle the paperwork properly, to ensure that employees have answers to their important questions that are relevant to their country and status.”

— Mike Hickman



Impact



Smooth And Swift Onboarding

Perform[cb] can now quickly onboard employees across multiple countries while providing benefits-driven packages that include healthcare and unlimited leave.



Payroll And Data Management

Perform[cb] uses the data provided by our cloud-based technology platform to manage payroll, time off and employees more efficiently in minutes. The platform has become an essential tool that has simplified the process and cut down on time spent on people ops admin.



Streamlined Offboarding

Atlas smooths over bumps in the offboarding road, helping to manage terminations in alignment with different country requirements. Perform[cb] can now pay former employees correctly and manage the process thoughtfully.



Global Expansion

Atlas provides Perform[cb] with the tools and support it needs to tap into a global talent pool without limitations or unexpected complexities. Perform[cb] trusts that Atlas will help them move into new countries and take care of the paperwork, people and regulatory problems that may arise.