



New York City, NY 10013

# Expanding Horizons: Jet's Strategic Entry into Dublin with Satoriq's International Capabilities

## Introduction

Jet, a leading e-commerce company, embarked on an ambitious initiative to expand its operational coverage and optimize headcount costs without compromising talent quality. The company set its sights on Dublin, Ireland, leveraging Satoriq's international hiring and onboarding capabilities to tap into the global engineering talent pool. This strategic move aimed to achieve 24/7 platform coverage and establish Jet as a dominant player in the Dublin tech scene.

## Objective

Jet aimed to fill 15 critical engineering roles within three months, focusing on building a team that could integrate seamlessly with its broader business operations. The roles were centered around platform reliability and included a VP of Engineering, backend engineers, frontend engineers, and DevOps engineers.

## Strategy and Implementation

*Targeted Recruitment and Onboarding:* Satoriq spearheaded the recruitment of 15 roles, starting with a VP of Engineering focused on platform reliability, who managed a team comprising six backend engineers (including one principal and five senior engineers), one manager, four senior-level frontend engineers, and three DevOps engineers (including one principal). This targeted approach ensured the assembly of a high-caliber team within the ambitious three-month timeline.

*Cost Optimization:* By choosing Dublin as the hub for this expansion, Jet achieved approximately 60% savings in engineering headcount costs compared to equivalent positions in NYC, translating to a significant reduction from the potential \$5 million all-in cost.

*Compliance and Legal Framework:* With Satoriq managing the employment specifics, Jet navigated Ireland's employment laws and regulations seamlessly, ensuring compliance with vacation policies, HR mandates, and more, thus laying a solid foundation for Dublin operations.

*Cultural Integration:* Development of a holistic onboarding program tailored for the Dublin team and integrated with Jet's US culture. This program included participation in all company

events, fostering a culture aligned with Jet's values.

## Results

- **Rapid Team Formation:** Successfully recruited and onboarded 15 high-caliber engineering roles within three months, setting a solid foundation for Jet's Dublin operations.
- **Cost Savings:** Achieved a 60% reduction in headcount costs, saving the company millions and establishing a significant market presence in Dublin.
- **Compliance Assurance:** Ensured 100% compliance with Irish employment laws, thanks to Satoriq's expert legal and HR requirements management.
- **Cultural Integration:** Developed and executed a comprehensive onboarding program, effectively integrating the Dublin team with Jet's US culture and operations.
- **Operational Impact:** Achieved 24/7 platform coverage, leading to a 25% increase in customer service satisfaction.

## Key Performance Indicators (KPIs)

- **Team Composition:** Filled 15 targeted roles with top-tier talent, including a VP of Engineering, backend engineers, frontend engineers, and DevOps engineers.
- **Timeline Achievement:** Completed the hiring and onboarding process within three months.
- **Financial Efficiency:** Realized a 60% savings in engineering headcount costs by choosing Dublin over NYC.
- **Cultural Cohesion:** Successfully integrated the Dublin team into Jet's corporate culture, contributing to a unified global workforce.

## Future Plans

With the operational and cultural foundation firmly in place, Jet was poised for further growth. The Dublin team expanded to over 50 engineers before Jet's acquisition, underscoring the success of the initiative and the strategic value of the Dublin hub in Jet's global operations.

## Conclusion

Jet's strategic expansion into Dublin, facilitated by Satoriq's international onboarding capabilities, exemplifies the effectiveness of leveraging international talent markets for operational excellence and cost efficiency. This initiative met Jet's immediate talent acquisition needs and significantly contributed to its global market dominance and operational capabilities, setting a benchmark for international expansion success.

## Let's Talk:

For a personalized consultation or to learn more about how we can support your recruitment goals, reach out to us at [info@satoriq.com](mailto:info@satoriq.com). Our team is ready to partner with you to elevate your talent acquisition process and achieve your strategic objectives.

Together, let's build your future success story.