

## Regus Case Study: Logistics

Company Name:	<b>DHL</b>
Country of Origin:	<b>USA</b>
Regus product:	<b>Office</b>
Sector:	<b>Logistics</b>
Customer Motivation:	<b>Head Office</b>
Regus centre(s):	<b>Zaventem, Belgium</b>

While DHL has become synonymous for fast, efficient, overnight air courier service, there are some things, which are not so widely known about the company.

The initials DHL stand for Adrian Dalsey, Larry Hillblom and Robert Lynn, who in 1969 founded the company. They created an entirely new industry when they pioneered a door-to-door express service between San Francisco and Honolulu.

Today, Brussels is the pivot point of the company's globe-girdling business.

DHL Worldwide Express began operations in Belgium in 1978, establishing its European headquarters there in 1984. Brussels became its worldwide headquarters four years later. The company's superhub at Brussels' national airport, Zaventem, - the largest outside the USA -operates round-the-clock and handles an average of 700 tons of precious cargo every night.

Directing its massive operations from Belgium, the company employs more than 4,000 persons throughout the country, and more than 68,000 around the globe.

To support its relentless growth and maintain its quality of service, DHL had been in partnership with Regus at various locations for several years, generally renting office accommodation on a short-term basis. The relationship became considerably more intimate last year when the companies entered into a two-year contract for large-scale facilities at the Regus Pegasus Business Centre in Zaventem.

**"Air courier service is a special type of business with very special requirements,"** comments Patrick Van den Bogaert, DHL Headquarters Office Services Manager.

**"We have to be very fast, very reliable, and highly customer-oriented. At the same time, the industry growth rate is in double digits. It is literally impossible to efficiently and cost-effectively meet all these challenges in-house, which is why we outsource certain key aspects of our business to specialist suppliers."**

DHL's first experience with Regus was for temporary office space. **"This first experience was more than satisfactory and gave us a better understanding of the full range of facilities and services Regus can offer."** Today, DHL occupies three floors of the Pegasus Business Centre, where its staff occupies 230 workstations to co-ordinate operations in 227 countries across the globe."

**"The key benefits we derive from the business centre concept in general, and Regus in particular, can be summed up in the word 'flexibility' - flexibility in services, flexibility in office configuration, flexibility in the length of the contract, and flexibility in budgeting. We pay only for the space and services we use. We are not obliged to carry any long-term unproductive overhead, which could be a significant hidden item in the balance sheet, and a considerable drag on the future growth & development of our company,"** Mr. Van den Bogaert concluded.