



# GOING GLOBAL WITH A GUIDING HAND

Arkphire's Bríd Graham and Sarah Holmes share their views on the value that a trusted IT partner can play in supporting businesses on their international expansion journey.

Heading up the IT procurement business for Arkphire, one of Ireland's longest established IT solutions companies, Bríd Graham, *above right*, has first-hand experience of working closely with leading international companies, supporting them on their global expansion path.

Arkphire provides a full range of outsourced technology solutions, from the desktop to the data centre, each focused on delivering successful business outcomes for their customers.

According to Graham, a big part of their success can be attributed to helping multinational companies such as HubSpot, Indeed and WeWork set up their operations in Europe, taking care of their IT requirements as they embark on expansion plans and invest in transformative technology.

"At the core of Arkphire's proposition is our approach to doing business that's built around the pillars of trust, strong partnerships and putting the customer first," says Graham. Being there for companies as they initially establish their European operations, has subsequently catapulted Arkphire on to the international stage.

## Supporting transatlantic expansion

According to Graham, "almost every company with ambition wants to become faster, more efficient and extend their reach. Our process is to engage with customers, to understand their plans for their business, their employees and their own clients. It's about understanding where they can improve their employee and customer experience. It's about driving efficiency and productivity within their business."

Arkphire's Sarah Holmes, *above left*, international business development executive, agrees, adding: "Our business model is built around a 'Follow the Customer' approach, as our customer base of multinational companies continues to expand its global footprint into other overseas markets, building out their IT supply chain, distribution and services offerings. Our strategy is to continue to grow up and grow out with our customers as they seek to replicate the same innovative IT infrastructure, solutions and interfacing equipment for their teams globally."

To learn more about how Arkphire can support your international business expansion plans, contact:  
T: +353 1 2075778 | W: [arkphire.com](http://arkphire.com)

## WHAT ARKPHIRE'S CUSTOMERS SAY

"Arkphire is my preferred global IT procurement partner. Fifteen years ago, when leading the IT procurement business for Google and setting up their HQ in Dublin, I met Arkphire. I have since moved on and worked with a number of global companies including Facebook and Dropbox, and I always bring in Arkphire to source and manage our corporate IT, data centre and networking requirements."

**MICHELE SORDAL**  
INDEPENDENT GLOBAL PROCUREMENT CONSULTANT

"In a supplier I look for the ability to deliver on time, really great communication, being able to deliver what I want when I need it, and also able to step in whenever I need help. I see the relationship with Arkphire developing as we grow, to be our partner for the entire length of our journey."

**AARON SMITH**  
GLOBAL DIRECTOR OF IT HUBSPOT

"We buy all of our IT hardware from Arkphire. One of the major draws of using Arkphire is how quickly they are able to support businesses when needed. At WeWork, we can have many different people using our services every day, so ensuring that these services are always available and adaptive is essential."

**JAMES ALLEN**  
CORPORATE SERVICES TECHNICIAN  
WEWORK

Arkphire is a leading IT solutions company with operations in Dublin, London, São Paulo, Singapore, Tel Aviv and Tokyo. Arkphire delivers IT procurement solutions to more than 90 countries.

Its customers include large multinationals and leading companies within a wide range of industries, covering finance, healthcare, social media, telecommunications and utilities.

Arkphire has an unrivalled network of partnership accreditations with leading global IT vendors and is a Dell EMC Titanium, HP Platinum, Lenovo Platinum, Microsoft Gold and Cisco Gold Partner and the only Authorised Apple Enterprise Reseller (AAER) headquartered in Ireland.