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a Cogital  
GROUP company

A photograph of the Chicago skyline at sunset, with the city lights and buildings reflected in a pool of water in the foreground. In the immediate foreground, two metal paper clips are placed on the water's surface, framing the view of the city.

# Zilliant

Acting as a single point of contact for international business needs



Zilliant is a US-based market-leading company providing an AI-enabled SaaS platform for maximising the lifetime value of B2B customer relationships.

Zilliant use AI and predictive models to quantify the economic potential of every customer, and intelligently prescribe actions related to optimal product mix, pricing, and current demand that drive revenue and lift profits.

### The challenge

In 2006, Zilliant decided to expand their go-to-market strategy internationally to Europe, initially launching in the UK and subsequently extending to France.

### How did Blick Rothenberg help?

Blick Rothenberg acted as a single global advisor providing technical guidance and assistance with their set-up and on-going compliance needs. Initial requirements included providing guidance on the most appropriate entity for both operations and as well as managing all global mobility needs and expat tax planning.

### The outcome

Today, Blick Rothenberg continues to act as a single point of contact, both contractually as well as operationally, supporting their international business needs. In both instances, once the entity was in place, our International Outsourced Accounting team worked with Zilliant HQ to set up accounting records and VAT registrations which subsequently extended to book-keeping, financial management reporting, company administration and VAT compliance.

Zilliant is compliant in both territories while receiving a consistent streamlined reporting service for group reporting. Emily Bubolz, Controller at Zilliant comments, "Our audit process is seamless given the cooperation and approach Blick Rothenberg undertakes with our US auditors."



Blick Rothenberg has been an invaluable business partner helping shape our strategic direction internationally and maintain strong fiscal management and in-country compliance.

Emily Bubolz, Controller at Zilliant



The Zilliant team have one Blick Rothenberg team that works as an extension of their own in-house finance function managing both overseas entities. This allows Zilliant to concentrate on growing their business and maintaining their strong momentum and success while Blick Rothenberg look after the administration and local compliance needs.



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