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TO
THE
NEW™



How **TO THE NEW** seamlessly rolled out its **ESOP program** through **Qapita** with digital workflows and employee dashboards instead of an **offline process**.

TO THE NEW needed a turnkey solution that provides both ESOP Advisory to ensure proper documentation and compliance, and a digital solution that streamlines the issuance process and employee communication for implementation.

www.qapita.com

About To The New

To The New (TTN) is a digital technology services company that designs, builds & runs digital products and platforms for enterprises, SaaS, and consumer tech companies. It is recognized by global analyst firms like Gartner, Everest, ISG and Zinnov for the capabilities in digital engineering, Cloud, Data & Analytics. The company also leverages its deep partnership with all the leading hyper-scalers like AWS (Premier Partner), Azure and GCP to provide end-to-end Cloud professional and managed services to its customers.

KEY FEATURES USED ON QAPITA

ESOP Advisory, Employee communication, digital ESOP issuance.

End-to-end ESOP implementation and digital workflow for issuance and employee communication

The company has engaged Qapita for consulting support in structuring ESOP, along with its flagship digital solution to streamline the implementation process.

COMPANY SIZE

2,000+ employees

INDUSTRY

Digital Technology Services

USE CASE

ESOP Structuring and Digital Issuance

LOCATION

Singapore, Australia, United States, India, Dubai

Qapita helped the company with a turnkey solution that includes:

- Advisory, guidance and documentation support for structuring its ESOP program
- Digital workflow for issuance of ESOPs, including grant letter generation and eSign in bulk
- Employee communication and dashboard to ensure visibility

The management strategically leveraged Qapita's expertise in equity plan design and software products to ensure smooth employee communication throughout the process and set itself up for success in using equity efficiently to retain and attract talent.



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Satya Sharma
Co-Founder & CHRO
TO THE NEW

Value Added: "There are many ESOP consultants and software providers, but only Qapita has a turnkey solution that supports the end-to-end ESOP journey. It helped us save time, making the entire process efficient."

Pain Points Addressed: "We got a top-notch advisory from the region's most tenured ESOP consultants and software support. It would have been painful to do the entire process offline and work with different partners for advisory and software."

Real-time Support: "Qapita team diligently hand-held us throughout the implementation process and were highly responsive. The team showed a very high level of ownership throughout the rollout process."