

# Amsterdam in the Spotlight:

*Discover Why Amsterdam is Leading Europe's SSC Transformation Discussion at SSOW Autumn*



## Why Amsterdam?

### Central and capable:

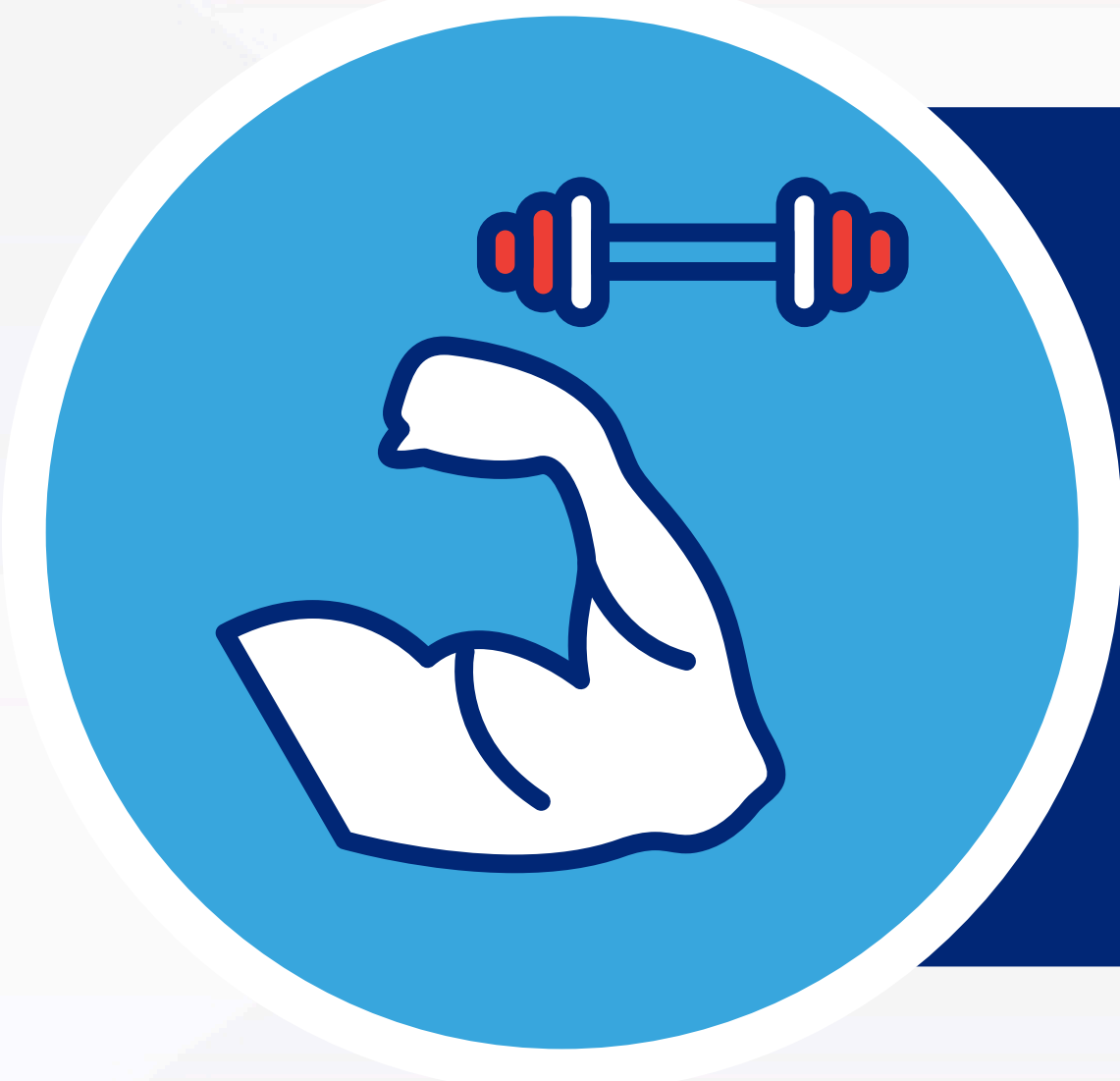
Amsterdam remains an interesting alternative opportunity for European SSC locations, alongside Brussels: not as crowded and competitive as Dublin or London, but offering many of the capabilities that are in demand today.

### Robust financial and business ecosystem:

As the Netherlands' financial capital and a major tech hub, Amsterdam hosts global firms like Philips, Booking.com, ING, and Uber. Amsterdam is the leading SSC hub in the Netherlands.

### Strategic infrastructure & talent:

Exceptional connectivity via Schiphol Airport and high-quality educated, multilingual workforce make it ideal for centralized finance, HR, IT, and treasury functions.



## Strengths for Shared Services

**Amsterdam:** Largest SSC cluster in Netherlands, financial/tech hub; top-tier infrastructure and global talent supply

**Rotterdam:** Strong logistics, industrial operations, and cost-effective large-scale SSC possibilities

**The Hague:** Idea for legal, regulator, corporate governance shared services

**Endhoven:** Niche high-tech SSCs focused on IT, engineering, innovation

**Sign Up to SSOW Autumn**





## Who is Already There?

According to SSON R&A's "Shared Services Atlas":

**Amsterdam** hosts ABN AMRO, Apolly Tyres, Genpact, Israel Chemical Company, SPI Global, Stryker Corporation, Unisys, Air France-KLM, Equinix, among others.

**Rotterdam** hosts Ashland, Exact, Grant Thornton and Van Oord.

**The Hague** hosts Accenture, Bilfinger, MN and Grant Thornton.

**Eindhoven** hosts ASML, BATA, Dufry, Foundever, Infosys, and Vion Food Group.



## Stability

Amsterdam - and Benelux in general - offers certain competitive advantages that stand out compared to top cities in the Americas (New York, Sao Paolo, Mexico City) or Asia (Bengaluru, Kuala Lumpur). SSON R&A's City Cube shows the following:

City Cube	Brussels	Amsterdam	Luxembourg	New York	São Paulo	Mexico City	Bengaluru	Kuala Lumpur
Annual Corporate Tax (%)	25	25.8	23.87	21	34	30	34.94	24
Inflation Rate (%)	2.15	3.1	2.19	2.4	5.35	4.32	2.1	1.2
*Economics Freedom and Corruption Perception: Index from 1 (bad) to (great)								
Corruption Perception	69	78	81	65	34	26	38	50
Investment Freedom	85	90	95	70	40	75	40	60
*World Governance Indicators: Index from -2.5 to 2.5								
Political Stability No Violence	0.4	0.66	1.05	0.03	-0.41	-0.63	-0.64	0.17
Regulatory Quality	1.17	1.79	1.93	1.39	-0.3	-0.17	-0.14	0.66

\*Sources:  
Economics Freedom and Corruption Perception – Heritage Foundation & Transparency International  
Logistics Performance & World Governance Indicators – The World Bank

[Try the City Cube Data Tool](#)

[Try the Shared Services Atlas](#)

**sson** | RESEARCH & ANALYTICS

### OUR MISSION:

Providing the GBS & Shared Services community with the expertise, insights and tools to drive change and deliver high value business solutions while minimizing the risks associated with transformation.

### WHO WE ARE

SSON Research & Analytics (SSON R&A) is SSON's global data analytics center, and your premier resource for all the metrics, benchmarks, trends and business insights that affect your Shared Services and GBS operations wherever they are based. SSON R&A's user-friendly platform provides data-driven intelligence to a library of research studies and four data tools: Metric Benchmarker, City Cube, Intelligent Automation Universe and the Shared Services Atlas. Premium subscribers can also tap into Advisory Hours led by experts who bring 15+ years experience in leading GBS to the SSO/GBS industry.