

Additional Regions

Deploy integrations in EU, Australia, Canada, US, Africa, and UK to meet data residency requirements, win deals in regulated markets, and reduce latency. Essential for compliance and competitive advantage in global markets.

Challenges

Lost deals

Can't close EU/AU/CA/US/SA/UK customers with strict data residency requirements.

Competitive disadvantage

Competitors with local hosting win deals you can't even bid on.

Compliance violations

Risk of GDPR/DPA penalties for improper data handling.

Slow performance

Possible increased latency for customers far from your single hosting region.

ROI

New market access

An EU deal instantly pays for years of regional hosting.

Win rate increase

Higher win rates when you can meet data residency requirements.

Compliance cost avoidance

Data residency isn't just risk mitigation, it's a checkbox that determines whether you can even bid on enterprise deals in regulated industries.

Performance improvement

Even 0-200ms latency reduction = better UX = higher retention.

Payback period

<1 deal closed due to regional compliance.

Ship integrations, not infrastructure