

If you are a US-based company that provides enterprise-level, software solutions, there is a high probability that your customers will use those solutions at satellite offices in markets outside the continental United States. This suggests there are opportunities to expand and pro-actively sell your products in new international markets. This case study shows how one US company did exactly that



Products can organically seep into new markets; but, capitalizing on the opportunity can be a time-consuming and costly challenge. SME's (Small-Medium Enterprises) are faced with hurdles such as: establishing a local presence and understanding and adapting to local laws and customs which accompany doing business in a new geography. The company that takes the leap needs to find and qualify sales staff, potentially partner with hosting and service providers, and designate managers to oversee day-to-day operations, all from half a continent away. In many cases, these tasks seem too daunting, and your average SME might just let the opportunity fade away because they simply do not know where to go to overcome these challenges. This use case highlights an enterprise software company - Kollective - that overcame these challenges by engaging with Asia Market Entry resulting in:



The Client.

Our client is Kollective, a software-defined enterprise content delivery network (SD ECDN) solution provider that specializes in Enterprise Live Video, On-Demand video delivery and software. Their solution is industry agnostic and they had already established key successes in many of the Fortune 2000.

The Challenge.

After successfully deploying its solutions with U.S. and Europe-based companies, Kollective's customers began using the solution throughout their Asia Pacific offices. It was soon apparent that there were great opportunities to target Asia headquartered firms as customers as well.

However, Kollective quickly realized that establishing a stronger presence throughout Asia would require significantly more time, effort and financial investment to effectively establish sales teams familiar with the many local markets throughout Asia. With less than 70 employees in total at the time, their very small sales teams would be put at risk of burn-out if they attempted to establish an Asia presence from a distance. Also, their continued focus on the existing EU and US growth markets would be put at risk.



The Asia Market Entry Solution.

Leveraging our experience and an initial market assessment which included data on current import growth trends and friendly trade laws as well as countries with limited language barriers, our initial scope of engagement included Singapore, Australia and New Zealand.

The team at AME developed and executed a 12 month go-to-market program which included:

Channel Development



- Researched, pitched and qualified local partner candidates suitable for our client's needs
- Shortlisted candidate partners and organized on-site meetings with our client's management
- On boarded and provided appropriate sales training to selected partner
- Spearheaded Kollective's engagement with Microsoft's Co-Sell Partner program.

Direct Sales



- Built, maintained and developed a new sales pipeline for several regions in Asia
- Managed regional leads and opportunities
- Represented our clients by articulating their positioning and unique selling points to new prospects
- Identified, defined and resolved issues that arose throughout the sales cycle
- Negotiated direct deals in Asia to closure

Account Management



- Provided account management and relationship building for new and existing client prospects, customers and partners in the region and assembled account plans for each to drive future growth
- Increased revenue through the upsell of additional client user licenses, modules and services.

Ad Hoc Marketing Support



- Grew the marketing contact list
- Planned, organized and hosted focus marketing seminars and webinars within the region
- Identified relevant trade event opportunities and represented our client in person

To support the initial go-to-market phase described above, Asia Market Entry provided visibility of our business development activities on behalf of our client with the continuous use of reporting tools and procedures, including monthly status reports, pipeline reports and CRM activity reports. In addition to regular reporting, Asia Market Entry also provided our client with office premises in Singapore for the duration of our engagement inclusive of internet connectivity, telephony and messaging.

The Outcome.

Our client's confidence in Asia Market Entry and the region grew so much that after the initial 12 month program, they increased the geographic scope to include: South East Asia, China, Hong Kong, Korea and Japan. In addition, we continue to build an ongoing pipeline that runs into tens of millions of dollars and hundreds of opportunities through our alliance with Microsoft.

Within the first two years of our relationship, our customer grew from zero direct presence to over \$1m in revenue and growing. Together we have:

Signed six marquee APAC-based Fortune 2000 customers across different sectors and regions including Singapore, Malaysia, Australia, Hong Kong, Japan and India.

Signed five new distribution agreements with major telecommunications companies and system integrators across the region.

Built a team of seven new direct employees for our client in APAC, covering sales, pre-sales, services and support, based in four different countries.

"Quite simply, we wouldn't have been able to make this progress so quickly without them."

Global Head of Sales referring to their work with Asia Market Entry.

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