



# COMPANY OVERVIEW

## TURNING ASIA EXPANSION TO REVENUE GROWTH



### 1-2-1 WORKSHOPS

Using design thinking, we diagnose your biggest Asia revenue growth challenges and provide you with a practical path to local success



### PIPELINE CREATION

Using data and signals, we identify your sales targets and create direct pipeline at scale through modern GTM tools and events



### PARTNER ECOSYSTEMS

We help you identify, recruit, and activate local reseller partners to create a vibrant ecosystem that will sell for you to fuel your growth



### FRACTIONAL SALES

We provide part-time enterprise sales expertise to progress pipeline through the funnel until the time that you hire your own team.

**GTM ENGINEERING**

# ASIA MARKET ENTRY: OUR CREDENTIALS



## HYPERSCALERS AND TECH ECOSYSTEM

Established vendor and partner to the technology partner ecosystem in Southeast Asia. Exclusive Geoexpansion Program Partner of Microsoft APAC



## GOVERNMENT & TRADE AGENCIES

Trusted by many of the largest trade agencies and governments and Official partner to The Singapore Economic Development Board in Singapore



## PRIVATE EQUITY AND VCS

Helping cohorts of portfolio companies from Private Equity, Venture Capital and various Accelerator and startup ecosystems from all over the World



## PROJECT EXECUTION RESOURCES

Our team and vast network of specialist partners draw on years of experience and deep personal and business networks across the Asia-Pacific region.

## OUR PARTNER ENDORSEMENT ECOSYSTEM



# ASIA MARKET ENTRY: OUR COMPETITIVE ADVANTAGE



## WILLING TO TAKE ON SALES TARGETS

One of the only market entry firms committed to sales execution, willing to take on sales targets and be fully accountable for executing the tasks required to meet them



## PROPRIETARY FRAMEWORK

By combining Design Thinking and Solution Selling, we have developed our own mega-method for achieving exceptional business outcomes for our clients



## A LEADING MARKET ENTRY BRAND

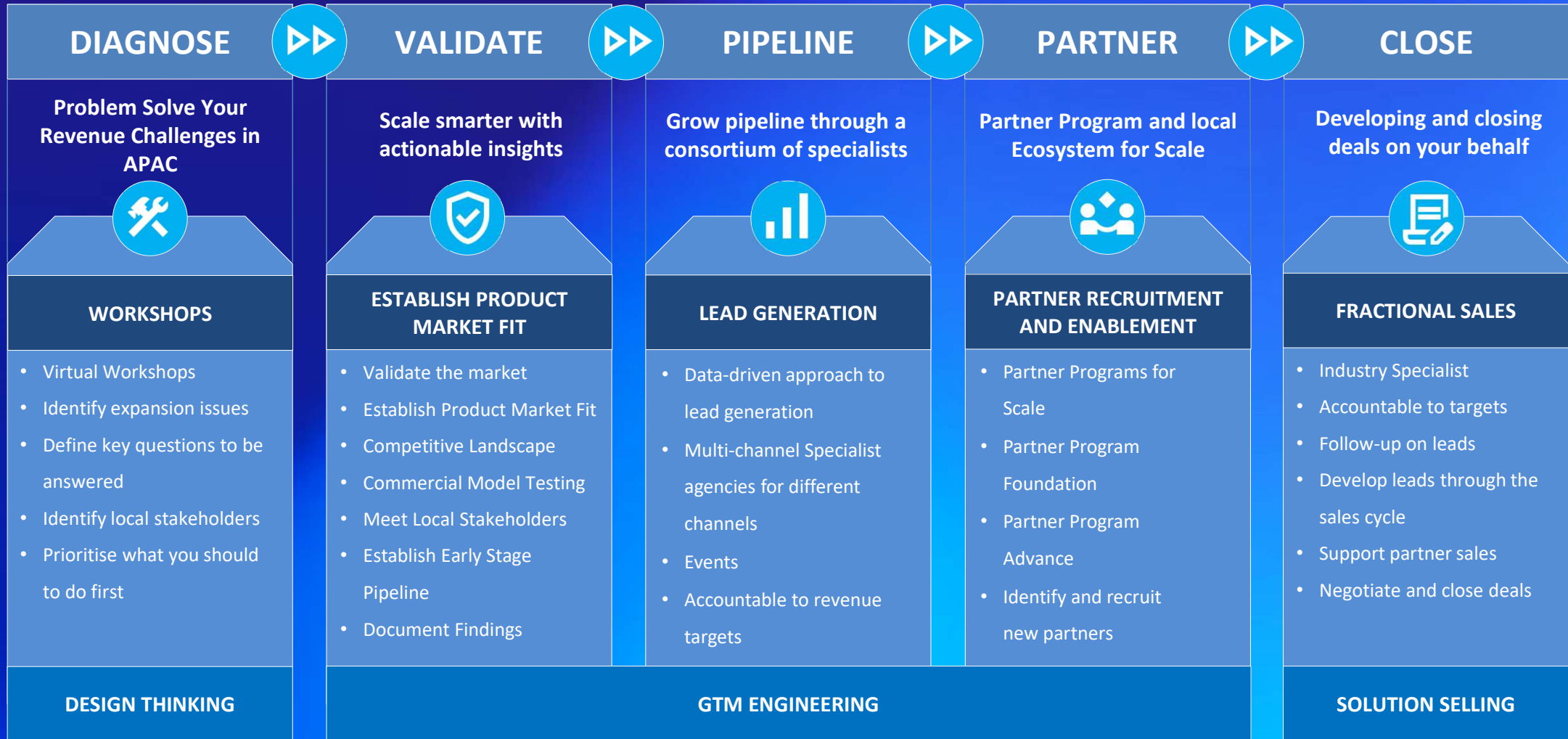
With ten years in business, AME has become one of Asia's leading market entry firms and among the few to build an established brand in the category



## ENTERPRISE SALES PEOPLE

The AME brand has been built on Enterprise selling as a service. Our team knows how to originate deals, and we know how to progress them to a successful close

# ASIA MARKET ENTRY: OUR CORE SERVICES



# ASIA MARKET ENTRY: TESTIMONIALS



“AME were crucial for Endava to successfully kick off our presence in APAC, helping us secure our very first customer in the region. We are now a multi-million-dollar, 1200-person organisation in APAC”

**Mike Young**

Head of Sales, Asia Pacific



“Asia Market Entry was essential to our Asia Business growing 10x within 2-3 years of working with them”

**Sara Bresee**

Managing Director, Asia Pacific



“Asia Market Entry has been a core component for us to scale our business in Asia, taking us from zero revenue in the region to a self-sustaining multi-million-dollar territory within 3 years”

**Mark Pinan**

Managing Director, Asia Pacific



# CASE STUDIES



# SUCCESS STORY

## ENTERPRISE CONTENT DELIVERY SOFTWARE COMPANY

*"Asia Market Entry helped us establish a clear partner and customer focus in the APAC region without a large initial footprint. Asia Market Entry has helped scale our business in Asia, taking us from zero revenue in the region to a self-sustaining multi-million dollar territory over a relatively short period of time."*

Managing Director for APAC

### Head Office

United States

### Number of Employees

120

### Software Solution

Enterprise content delivery

### Industries

Finance, Insurance,  
Telecommunications,  
Media and Retail

### PROJECT SCOPE

AME established a presence on behalf of the company in Singapore, developed pipeline, and recruited and enabled new partners. This helped the client secure enterprise and corporate clients, leading to board approval for opening a Singapore office and increasing headcount.

### PROJECT RESULTS



Reached 100% ROI within 1 year and \$3m APAC revenue within 3 years, 90% via channel sales.



Identified, recruited and successfully onboarded 15+ APAC channel sales partners.



Over 70 new customers signed over a five-year period.

# SUCCESS STORY

## QUALITY MANAGEMENT SOFTWARE PROVIDER

*"Asia Market Entry provided us the immediate scale and connection we needed to dramatically grow into Asia. The team brought all the right skills to support our partners, prospects and customers."*

Managing Director, Asia Pacific

### Head Office

United States

### Number of Employees

650

### Software Solution

SaaS Quality Management

System solutions,

Manufacturing solutions

### Industries

Pharmaceuticals, Medical Device, Biotechnology, ISO manufacturers

### PROJECT SCOPE

Asia Market Entry was engaged to take over the complete channel sales management of the APAC region for a Quality Management System software provider to the life science industry. Territory included China, Taiwan, South Korea, India, Southeast Asia, and ANZ.

### PROJECT RESULTS



Since 2018, Annual Contract Value (ACV) from Asia Pacific has increased 40x from \$250k to \$9m.



Comparatively, Total Company Annual Contract Value (ACV) grew at 5x



AME signed and onboarded two Value-Added Resellers, two Sales Partners, and nine Referral partners.

# SUCCESS STORY

## IT PLATFORM COMPANY

*"Asia Market Entry have been essential to successfully kick off our presence in Singapore. World class deal creation and business development, strong relationships and local operations have all been very helpful. The whole team have been fantastic, welcomed us with open arms and continue to help us in region."*

APAC Sales Director

### Head Office

United Kingdom

### Number of Employees

15,000

### Software Solution

Software development and digital architecture

### Industries

Finance, Insurance, Telecommunications, Media and Retail, Healthcare, Logistics, Payments

### PROJECT SCOPE

Asia Market Entry was engaged to provide Go-To-Market services to fast-track the client's Asia expansion plans amidst the COVID pandemic. Asia Market Entry provided proxy sales representation, brand building, and focused deal conversations.

### PROJECT RESULTS



Facilitated the closure of The companies first client in Asia and achieving revenue of 3 million dollars.



Fast tracked relationships with influential trade agencies such as the Singapore Economic Development Board and UK Department of Trade.



Within three years of the engagement, expanded to a 2500-person company in Asia, establishing a solid foundation for future success.

# SUCCESS STORY

## GEOSCIENCE SOFTWARE COMPANY

*"Asia Market Entry demonstrated an exceptional ability to engage with our partners at both a business and personal level, using innovative partner enablement tactics that helped us triple our APAC channel revenue within 18 months... They have built businesses before and understand the realities and pressures of being able to execute in new global markets."* Executive Vice President, APAC

### Head Office

New Zealand

### Number of Employees

600+

### Software Solution

Subsurface geological surveying software

### Industries

Infrastructure,  
Environmental,  
Mining and Energy

### PROJECT SCOPE

The client's APAC channel sales were flat and partner engagement was low. AME was engaged to run APAC channel sales, providing culturally relevant reseller sales support and enhanced pipeline visibility to drive new customer sales. AME onboarded new partners, and facilitated training to increase technical product knowledge.

### PROJECT RESULTS



250% growth in channel sales revenue over a two year period.



Over 50 new customers added in the Asia-Pacific region.



Culturally relevant support including deal closure, contract negotiation, objection handling, technical education and marketing advisory.

# Book Your Workshop Today

<https://www.asiamarketentry.com/book-a-workshop>



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