

# CASE STUDY

## 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 for the client 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.



Physical presence in Asia Pacific now includes Singapore, Brisbane, Tokyo, and Bangalore.



# CASE STUDY

## 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 onboarding 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.

# CASE STUDY

## ROBOTICS WAREHOUSING & STORAGE COMPANY



*"Asia Market Entry brought us through a super collaborative process, starting with the Discovery Workshop which uncovered many insights. The whole team really liked it. We would recommend this to others as it allows for a better understanding of the market opportunity in Asia."*

Senior VP, Global Sales

### Head Office

Canada

### Number of Employees

300+

### Technology Solution

Warehouse automation and inventory management systems

### Industries

Retail, FMCG, Food & Beverage, Manufacturing, Automotive, Supply Chain

### PROJECT SCOPE

AME was engaged on a market entry acceleration project to assist the robotics company with their APAC expansion plans. The engagement included market research, prototyping first deals, and introductions to prospective partners and end customers.

### PROJECT RESULTS



3 in-market stakeholders engaged, including prospective partners and end customers.



2 MNDAs signed with prospective partners, both with local knowledge and in-market deal pipeline.



5 potential in-market deals uncovered, across a range of public and private sector clients.