

Asia Market Entry

BUSINESS DEVELOPMENT
OVERVIEW

AME COMPANY HIGHLIGHTS



MICROSOFT
Official Microsoft Geo Expansion partner for Asia and on their Geo Expansion Board of Advisory.



TRADE AGENCIES & ASSOCIATIONS
Trusted by and working with some of the largest trade agencies and associations globally.



CUSTOMERS
Working with global companies and well known brands as well as selling into many of the Fortune 500



NETWORKS
A mix of local global talent with years of experience and networks on the ground in Asia as well as close relationships with Enterprise Development Board.



OUR CORE SERVICES



TRADE AGENCY EXPERTISE



Working have a team that has experience working within Government frameworks globally and who understand the bespoke inner workings to provide you with a bridge from Public to Private sector.

PROFESSIONAL SERVICES



With top tier professional services and consulting experience behind us we have expertise dealing with Public Sector, health and multinationals on large scale, complex global contracts.

MARKET ENTRY SPECIALISTS



With over 50 years collective experience in the private sector, we know how to enter new markets and build partner ecosystems. We are also the official partner to Microsoft on their Geo Expansion Advisory Board.

MARKETING EXCELLENCE



Globalisation doesn't negate the need to localise your marketing message. We bring a combination of marketing experience and understanding of how to articulate a businesses value proposition in Asia.



WHY SINGAPORE?

- Geographically central to entire region
- Low levels of corruption and strong IP protection
- Low language barrier (English is the main language)

FOCUS SECTORS



Enterprise
Software SaaS



Life Sciences
& Healthcare



Fintech



Manufacturing



Professional
Services



Telecom
Software

OVERVIEW: CORE SERVICE OFFERING

Business Development Services are our core product, we provide our customers with local enterprise sales representation and an office presence in the Asia-Pacific region. Our consultants act as your own enterprise software sales team, inclusive of email address and business cards.

All at a fraction of the cost of setting up locally on your own or supporting the region remotely.



Executive Actions & Tasks
in the Go-To-Market Plan



Generate and Build a
new Asia Market based



Demonstrate a Physical
Office Presence and
Regular In-Person Touch



Establish Channel
Agreements and Win

BUSINESS DEVELOPMENT PROCESS

OUTREACH:

Focused outreach campaign to targeted decision-makers. This includes the creation of localized marketing collateral in parallel

PROGRESSION:

Arrange demo, set-up deeper discussions with customer team, positioning for contract agreement.



QUALIFY:

Target and potential channel partners and their respective decision-makers

EXECUTION:

Qualify channel partners and arrange introductory calls

CLOSURE / HAND-OFF:

Act as local representative in contractual discussions, host meetings in office, through to agreement closure.



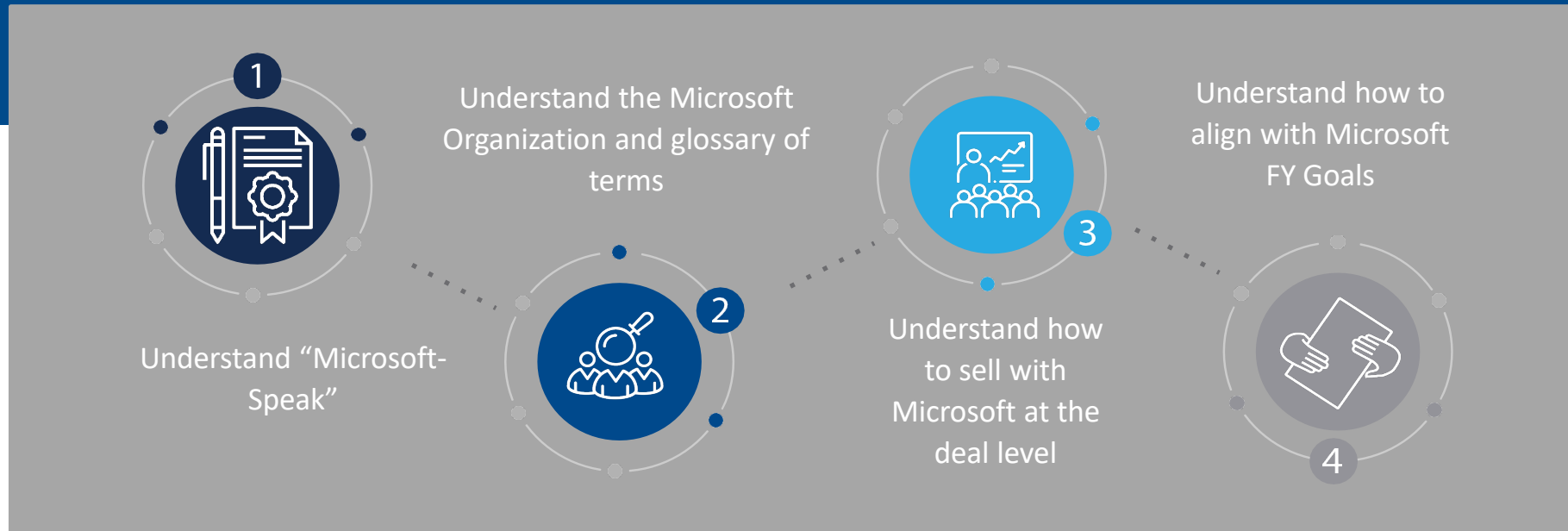
PROVING THE MARKET THROUGH PARTNERING

- Build pipeline through outsourcing your business development
- Use in market partner to grow channel sales
- Important in countries with language barriers
- In region representation of your company shows commitment to the region
- Can start quickly and prove the market at lower risk
- Presence can include an office address in region, lead generation, BD and marketing support

RISK LEVEL: LOW
COST: MEDIUM

Co-Sell Bootcamp

Gain knowledge of how to work with Microsoft Field Sellers to drive Co-Sell pipeline revenue and increase your chances of winning deals
Understand the intricacies of selling with Microsoft
Save endless time talking at cross purposes with Microsoft field sellers



Go-To-Market with Microsoft

ASIA MARKET ENTRY
YOUR BRIDGE TO ASIA

Microsoft Co-Sell Bootcamp

Ensure you understand Microsoft's objectives in APAC and across Asia to get the most out of your IP Co-Sell status.

About the service

The Co-Sell Bootcamp is a one-day workshop for partners to help you understand how Microsoft operates across Asia from an internal perspective. For partners to get the most out of their IP Co-Sell status and partnership with Microsoft, it is essential to understand Microsoft's own objectives and to make yourself relevant to Microsoft field Sellers. Leverage our knowledge from working with a range of partners and a deep understanding of what grabs field sellers' attention.

Partner benefits

- Gain insights into the inner workings of Microsoft and learn to speak their language for greater momentum when geo-expanding into Asia
- Grab Microsoft's attention and mindshare while learning how to co-sell at the deal level to drive your pipeline
- Understand how to fully leverage Microsoft's partner programs, funding, and all that is available to you

Key results

- Accelerated expansion into new markets
- Better leverage of partner benefits and funding

"We gained insight into the inner workings of Microsoft and we feel better positioned to grow in APAC markets."
- Peter Edlund, Chief Solutions Evangelist, Decentral

Pricing

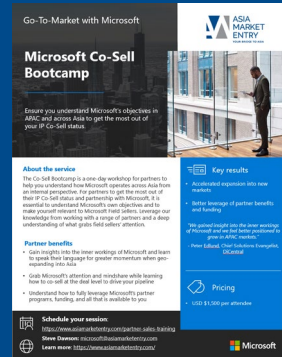
- USD \$1,500 per attendee

Schedule your session:
<https://www.asiamarketentry.com/partner-sales-training>

Steve Dawson: microsoft@asiamarketentry.com
Learn more: <https://www.asiamarketentry.com/>

Co-Sell Bootcamp Framework

Delivered in-person in one day when travel permits or virtually over three sessions



SESSION ONE
2 Hours

Co-Sell Vision and Principles
Co-Sell Mechanics
How to make the most of Co-Sell
“Microsoft-Speak”
The role of P2P and GeoExpansion

Co-Sell Fundamentals

SESSION TWO
3 Hours

Microsoft’s Org Structure
Field Seller Incentives
How to engage with field sellers
Co-Sell Best Practices

Selling with Microsoft

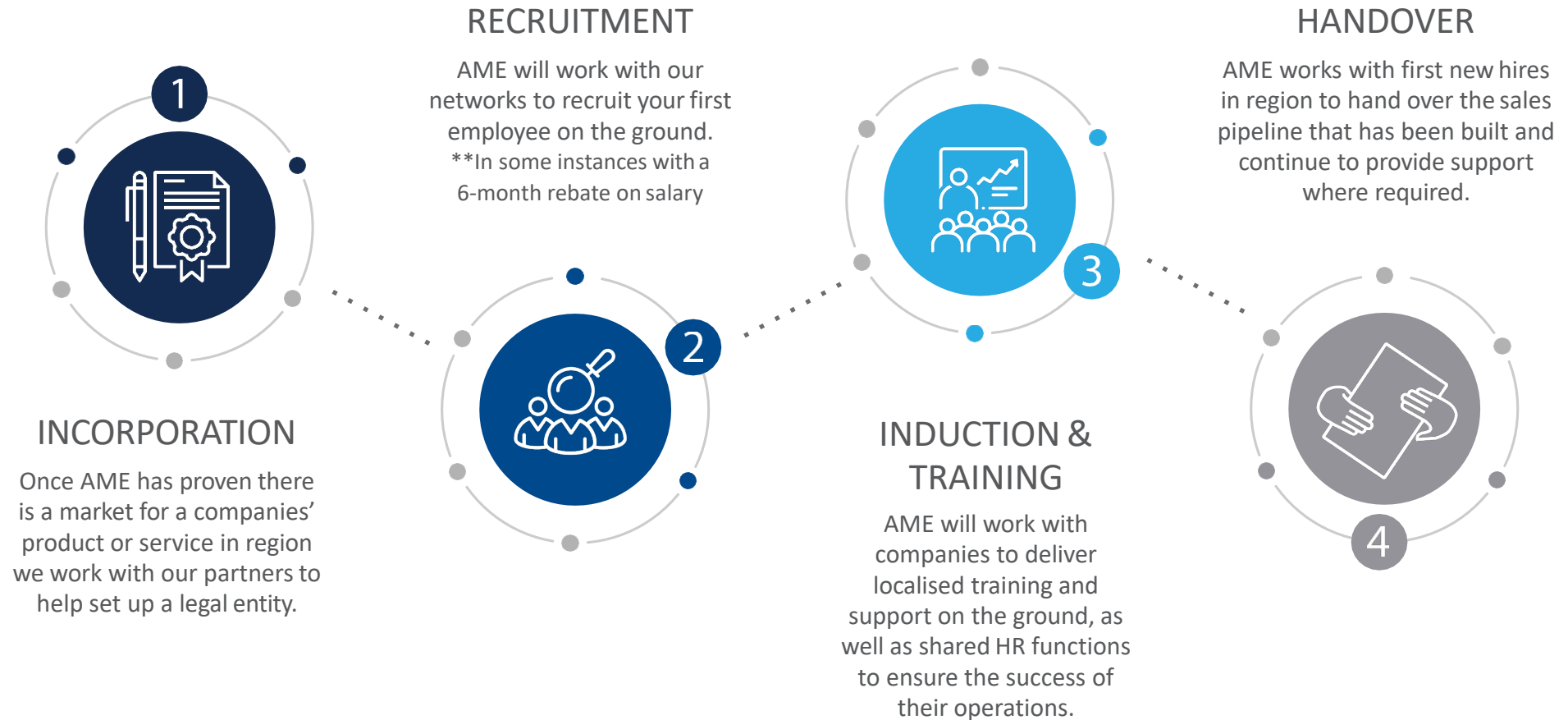
SESSION THREE
2 Hours

GTM Partner Benefits
How to communicate with Microsoft
Marketing Opportunities
MTCs and Experience Centres
Managing pipeline with Microsoft

Marketing with Microsoft

Co-Sell Bootcamp Video Explainer: <https://www.youtube.com/watch?v=p48BkZbdmv4&feature=youtu.be>

BUSINESS CONTINUITY ROAD MAP



Case Studies





Microsoft

Geo Expansion Partner for Asia Pacific

Head Office

United States

Number of Employees

~150,000

Software Solution

O365, Azure, Modern Work

Industries

Multi

Project Scope: Asia Market Entry is on the board of advisors for the Microsoft Geo Expansion Program which is implemented from Microsoft Head Office in Redmond. In addition to providing strategic advice on the implementation of the program, Asia Market Entry is the only Geo Expansion partner operating in APAC. Asia Market Entry is also seen as the expert in Geo Expansion, commissioned by Microsoft to write whitepapers on topics related to the program.



Asia Market Entry has activated over 50 ISVs (HQ'd in Europe, North America, and LATAM) in APAC through the Geo Expansion Program



Provide a series support services to Microsoft ISVs that are listed in the 2021 Go-to-Market Services Catalogue. Inc. Co-Sell Bootcamp, Lead Generation & Business Development, and Marketing Leadership and Advisory



Published three "Geo Expansion" whitepapers commissioned by Microsoft for Asia Pacific, Europe, and LATAM.

Network Optimization Software Provider

Number of Employees

120

Headquarters

United States

Software Solution

Video Content Delivery, Network Optimisation, Video-On-Demand, Unified Communications

Industries

All, with focus on Banking and Finance

Project Scope: Asia Market Entry was engaged in 2016 to manage the direct and indirect sales pipeline in Japan, Hong Kong, India, South East Asia inc. Singapore, Australia, and New Zealand, for an international provider of network optimization solutions for Enterprise



Total Annual revenue from APAC including existing customers is US\$3m+. In 2016, it was US\$0.



Region has grown from 0 to 8 headcount within 4 years. Offices now exist in Japan, Australia, Singapore and India



15+ channel partnerships have been signed with system integrator and value-added reseller partners across the APAC region, delivering 80% of company revenue in the region.

Quality Management System Software Provider

Number of Employees

650

Headquarters

United States

Software Solution

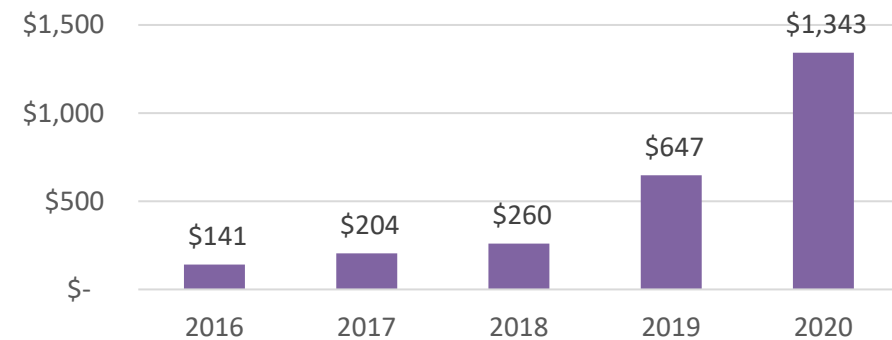
SaaS Quality Management System solutions, Manufacturing solutions

Industries

Pharmaceuticals, Medical Device, Biotechnology, ISO manufacturers

Project Scope: Asia Market Entry was engaged in 2018 to take over complete 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, South East Asia, and ANZ.

APAC Annual Contract Value Growth 2016-20 (000, \$US)



Since 2018, Annual Contract Value (ACV) from Asia Pacific has increased 5x from \$259k to \$1.35m (actual).



Comparatively, Total Company Annual Contract Value (ACV) grew from \$17.1m in 2018 to \$18.5m in 2020 (forecast)



Signed 2 Value-Added Resellers, 2 Sales Partners, and 9 referral partnerships since 2018.

Identity Verification Solution Provider

Head Office

United States

Number of Employees

230

Software Solution

Global B2B identity verification

Industries

eCommerce and Global Payments

Project Scope: Customer had made decision to set-up an office in Singapore and were planning a visit to look into logistics, scope out the market and start initial discussions with prospects. Asia Market Entry was engaged in advance of this visit to conduct lead generation, business matching, and meeting set-up to build out a successful itinerary for the visit.



Over 80 prospective customers and partners included in outreach by Asia Market Entry. ~20 meetings set-up for the market visit by customer.



Following progress of initial visit, customer has relocated 2 headcount and employed 6 local staff while continue to grow rapidly.



Shortened time to scale revenue from APAC region by several months.

Regulatory Submission Solution Provider

Head Office

Germany

Number of Employees

100

Software Solution

Regulatory submissions

Industries

Pharmaceuticals, Medical
Device, Biotechnology

Project Scope: Asia Market Entry was engaged in 2016 to grow the Asia Pacific sales of a Regulatory Submissions software solution provider to life sciences from a standing start. As part of this services, Asia Market Entry developed a Go-To-Market plan in co-ordination with the customer, which was used as the foundation of our sales and business development activities.



Asia Market Entry signed 50 new Asia-based customers in the first year worth 1m+ in revenue. 100+ new customers thereafter. Previously, there were no customers in APAC.



New office and team placed in China within the first year due to these year 1 results



Signed ~5 channel partners in the region growing the total number to 10+ partners.

CONTACT US

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