Sustainable Expansion into Asia The New Silk Route S Dharmavasan Chairman - Kingslake

Current Status, Future Promise





What?



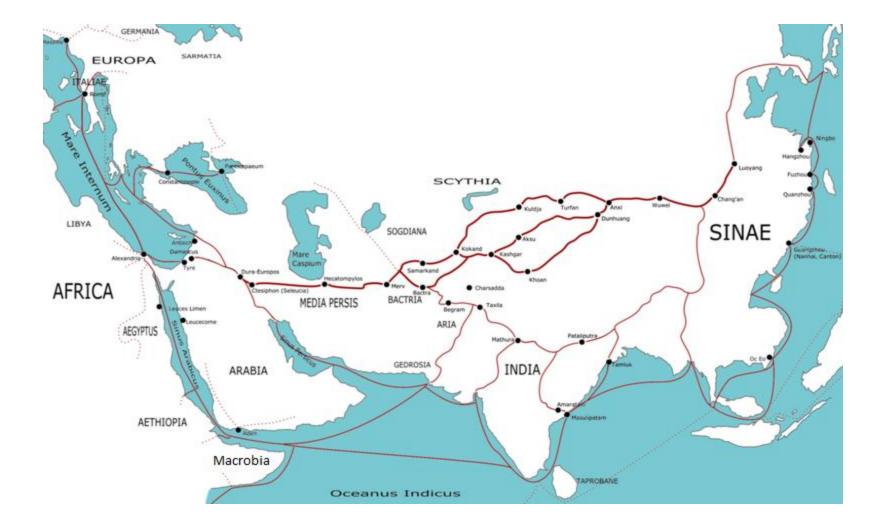
- About us
- Asia vs Europe: the new Silk Route
- Sharing of experiences
- Some routes to Asia
- Q&A

About us



- OE partner in Sri Lanka, India, Malaysia
- Since 1996
- Worked with a number of OE partners to sell and support applications in Asia
- Helped partners with application transformation





Asia vs Europe

- A lot of people: 4.0 billion!
- Labour costs
- Growing economies
- Need systems
- Cultural differences

Internet Users

- EU 368,000
- Asia 1,076,000



The reality

- Access to capital is difficult
- Legal frameworks variable
- Variable infrastructure
- Attitude to systems
- Productivity



The opportunity

- First time buyers
- Growth in economies:
 - Retail and logistics
 - Infrastructure
 - Healthcare
- Compelling reasons for buying: external factors
- The competition: usually Excel





Progress Asia Business Link



www.progress.com/asiabusinesslink



Progress Asia Business Link

- Progress Asia led initiative
- Implemented by Kingslake
 - Pre-sales
 - Implementation
 - Post-sales
 - Offshore software development
 - True two-way relationship





Our Partners expanding in Asia

Lessons Learnt

- Getting the first reference customer
- Knowledge of application
- Pricing
- Implementation
- Working in partnership
- Offshore development
- Localisation issues



Current Status



- Markets are more experienced with buying software
- Growth in market
- Cost of entry has gone up
- Much more competition

Marketing



- As competition increases marketing becomes more important
- Branding
- Niche applications
- Ride on the weakness of larger brands

Competition

- Microsoft
- SAP
- Oracle
- Excel!
- Internal development



Pricing



- Needs to be linked to ROI
- Will be lower than US/Europe
- Realistic expectation of income vs investment

Getting the first customer



- Preparation
- Sheer hard work
- Systematic and focused approach
- Long term view
- Once the first customer signs up work with the customer to make implementation a success.

Implementation



- Change management is an issue
- Difficult to achieve implementation in similar number of days
- Consulting charges not all markets accept variable charging

Our Resources

- Development
- Sales
- Training
- Implementation and support
- BPO/KPO

How do I get to Asia?



- Expand with your existing customer
- Getting new customers
 - Which country or region
 - Am I ready
 - Direct or indirect
 - If indirect, do I have the processes to support an external sales channel
 - What marketing support
 - Product readiness

What we can do.



- Initial meeting to share our experience and evaluate your product offering
- Develop a business plan
- Implement business plan
- Help with additional resources required: commercial and technical

What next?







Thank you! For further information: sd@kingslake.com