

# Sustainable Expansion into Asia

## The New Silk Route

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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



# 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:

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