

Exporting Your SaaS Application

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DISCOVER. DEVELOP. DELIVER.

Agenda

- The challenges and opportunities of entering new markets
 - Navigating the issues, but seeing the value
- Identifying and targeting new markets for your SaaS offering
 - Assessing the market opportunities
- Tips for creating a SaaS application that appeals globally
 - What others have done and how they have succeeded

Global expansion involves navigating a mind-boggling maze of compliance and operational issues...

Identifying the Challenges and Opportunities

- You have invested a great deal of money in the development of your software and it is important to gain maximum revenues from that investment
 - SaaS requires 10X the number of deals—so where can you get them?
- Entering new geographical markets rarely affects development costs but the bigger the global market, the more sales opportunities exist
 - It does affect sales/marketing and operations
- However, entering new markets can be daunting and much time and resource can be wasted if it is not done correctly
 - It is a new business opportunity so it requires a new business plan



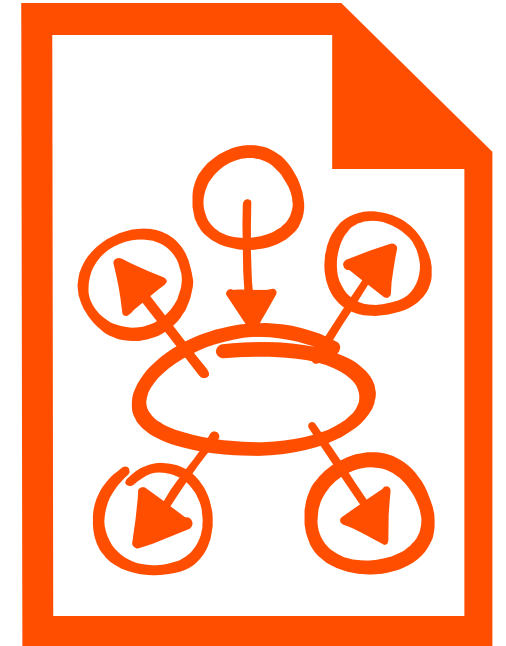
Your “To Do” List

- Product readiness
 - Stability, language, compliance, partner friendly....
- Territory market assessment
 - Opportunity, competitors...
- Choose the sales strategy – direct or indirect?
 - Establish legal/tax framework, hire local staff (if required)
- Create a value proposition
- Find potential local partners
 - Hosting, services, sales...
- Create a business plan
 - Understand the financial risks/rewards



The Business Plan

- Develop your Strategic Business Plan and also define the first practical steps in the execution of an overseas sales program
- Decisions have to be made:
 - Which markets offer the greatest potential
 - Sell direct or indirect, through Partners
 - Full or part-time staff, interim management or outsourced
 - Budget planning, ROI with fixed costs



The challenge that small businesses have is organizing their approach to globalization...

Identifying the Market Opportunity

Choose the target market carefully to maximize revenue potential

Assess Current Markets & Products

- Can you leverage current domain expertise?
- Does market require a lower price point?
- Distribution limitations?
- Compliance issues?
- Size/opportunity

Reach, Buyers and Influencers

- Buyers of SaaS offerings are typically business owners and not IT
- Distribution may require a mix of both online and traditional sales resources
- Develop new geo-specific messaging

Assessing Your Market Readiness

Messaging & Positioning

- Understand cultural/language/ buying persona's and requirements
- Create messages targeted to buyers and influencers
- Focus positioning and differentiation on delivering value
- Competitive differentiation

Channels & Ecosystems?

- Is the SaaS offering part of a larger value chain?
- How do buyers in the target market acquire products & services? Who are the influencers?
- Focused Resources on Channel Development/ Management

Marketing Programs

- Cultivate a strong web presence – Buyer-driven website
- Mix of web and non web-based marketing
- Educational and Incentive Programs to potential Partners

Tips for getting you and your application ready for global expansion...

Some Questions to Ask Yourself...

- Where are the best new market opportunities?
- How can I make incremental revenues quickly?
- What countries should I choose and why?
- Are there compliance/regulatory issues?
- Is there a local market for my product?
- What/who is the local competition?
- Do I need to take advantage of low cost, offshore development or support?
- Is my product Partner-Ready?
- Do I have a local Value-Proposition?
- How can I cost effectively build and manage sales/services?

Tips/Techniques

- How have others been successful?
 - Local presence/representation
 - Stable product – good local references
 - Software suitable to be sold through partners or delivered via a hosted service
 - Sales/partner enablement process
 - Start small and grow gradually as revenue supports it
- Who can help you?
 - Consulting firms that specialize in Geo Expansion
 - Government organizations
 - Local Resellers/VARs/Service Providers
 - Other Progress Application Partners

Key Take-aways

- Market development is a growth strategy that identifies and develops new market segments for current products
 - Make sure you understand the market requirements
 - Target market, revenue potential, cultural/regulatory issues
- Global SaaS Revenue Expansion opportunities
 - Some SaaS applications are easy to distribute globally with minor changes for local markets
 - Widespread internet usage and instant distribution of application “in the cloud”
- Gartner’s Top 9 SaaS markets outside of US:
 - UK/Ireland, Germany, France, Canada, Japan, China, Benelux, Scandinavia/Finland, Brazil
- Develop complete “go to market” strategy (Channel/Partners/Distribution)



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