



International Revenue **ACCELERATION**

www.intl-rev-acceleration.com

Helping on-premise enterprise, SaaS and Cloud software vendors
ACCELERATE Their Global Revenues

East Asia | Europe | Latin America | Australia

Business Issue

A fast-moving U.S.-based SaaS vendor in the electronic signature space wanted to initiate international sales for their 3 distinct product lines simultaneously. Successful service deployment required technical integration with select enterprise and technology partners in addition to a well-aligned global channel strategy. Management was not in agreement with regards to expansion methodology, goals and risks, nor did they have a clear vision for execution. As a result, international expansion was delayed and frustrations were mounting.

Our Approach

International Revenue *ACCELERATION* approached the project by leading working sessions with top management to quickly align them around the crucial business drivers including product/service fit per key international market and segment, technology integration requirements and barriers, and channel partner selection. We developed a detailed roll-out plan that delineated the critical-path work steps and timelines within a comprehensive business plan with detailed expense budgets.

Services Delivered

- **Product Launch Prioritization** – We prioritized product launch by evaluating U.S. channel strategies and determined requirements for adapting them for key international markets per targeted industry sector. We then conducted a cost-benefit analysis to pick specific international markets for initial focus based upon the economic impact of strategic product/sector/channel and partner combinations and tradeoffs
- **Legal and Regulatory Assessment** – In collaboration with our client's general counsel, we identified statutory issues surrounding the company's core offering in key markets. As a result, specific markets were eliminated in which local laws restricted services

(continued)

Client
Success
Story:

**International
Sales Start-
Up and
Channel
Development
for \$60
million SaaS
Vendor**



International Revenue **ACCELERATION**

www.intl-rev-acceleration.com

Helping on-premise enterprise, SaaS and Cloud software vendors
ACCELERATE Their Global Revenues

East Asia | Europe | Latin America | Australia

- **Rollout Execution** – We structured and initiated key steps toward a successful launch:
 - Determined partner and customer targets and leveraged contacts in negotiating partnerships
 - Structured multi-stage plans for supporting direct sales and channels lifecycle on a country/regional basis to ensure an optimized global penetration within costs
 - Assigned and supported a single employee to spearhead "all things international" and built a transition plan, which resulted in a scalable and adaptable organizational model
 - Developed a recruiting strategy to hire the right people within budgeted costs. Matched technical sales needs with local talent and developed action plan for filling in the gaps

Benefits & Outcomes

- **Better Planning and Lower Risk** – Our client launched internationally in a structured manner that adhered to the well thought-out strategy that maximized revenue opportunities while minimizing risks
- **Little Distraction** – International launch did not distract US management
- **Accelerated International Sales** – International revenues started sooner by strategically integrating and partnering with an global SaaS CRM vendor resulting in significantly reduced customer acquisition costs
- **International Business Plan** – Client benefited from a scalable international launch, channel partner development plans and international operations organization that will grow alongside revenue generation

Client
Success
Story:

**International
Sales Start-
Up and
Channel
Development
for \$60
million SaaS
Vendor**