



**Looking to enter a new region ?**  
**Looking to new markets for your solutions ?**  
**Looking to enter the dynamic Asia Pacific Region ?**  
**Ashnik can help !**



# Traditional ways to enter a new region

- Appoint a reseller or
- Start your own operations or
- Embark on a joint venture





# Key Challenges in these models

- Unfamiliarity of local markets, local culture, local pricing, local costs etc..
- Business model
- Payback period
- Local contacts
- Business development
- Extending the “Brand”





# Alternative from Ashnik

- Trusted partner
- Business expert
- Sales person on time share basis
- Access to customers and local partner

**Win – Win solution for all**



# How does it work

- Combined 22 years of business development expertise
  - Local market knowledge
  - A virtual team including sales works for you
  - **Business development expertise, local market knowledge and affordable execution** –
- An attractive combination for partners.



# Sales Team on a shared basis

- Services of sales people to cover the local market
- Ashnik sales person/team works closely with you, as if it is your own sales team. You get to review the activities and provide the feedback.
- Ashnik provides the management and business expertise, so you do not have management overheads.
- Being available on a shared basis, you do not have to pay for the cost of full time sales person.



# Benefits to You

- Important, on-the-ground business development work is done
- Entry into ASIA
- Your “Brand” is extended
- Your costs are lower
- Real pipeline is built and closures are achieved faster
- No sales management and administrative issues



# Next Step

- Discussion to work out expectations with Ashnik around
  - GTM strategy
  - Sharing of Partner's solution
  - Business determination
  - Activities to be identified and documented
- Work out the fees structure and start engagement !



# Thank You

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**"Coming together is the beginning;  
Keeping together is progress;  
Working together is success."**

*Henry Ford*