

Software Market Launcher

Software companies can drive new growth from China at a fraction of the time and investment versus a traditional China market entry approach

A GOOD FIT IF YOU:

- Have products that work in the China market
- Have some existing demand (users or distributors; paid and/or unlicensed)
- Need to build and manage customers or resellers to drive growth
- Need a piracy mitigation program in place to support investment

While China looks attractive on paper, you're probably not seeing the growth you hoped for from your low-touch approach. To drive more revenue, you need to take a more active role to market your solutions but you also need to comply with regulations, meet local procurement requirements, combat piracy, and generate a return on your investment.

However, you can't justify a traditional market entry approach that can take years and cost millions - before even confirming your market potential. You're willing to invest more over time if the market proves itself out, but you need to stage your investment based on real results. ADG's *Software Market Launcher* is built to meet these needs by leveraging our broad spectrum of cross functional business experience gained from over 20 years of helping companies navigate the China market.

Software Market Launcher leverages our team, licensed platform, relationships and operating experience to protect your investment and launch your China business in a matter of months. This program goes well beyond what Chinese resellers or distributors can offer.

Unlike these local partners, ADG works side-by-side with you in a fully dedicated and transparent way to build your brand equity and success. Further, you are always

in control of your strategic direction and level of investment, with ADG providing our experience, advice, and the ability to execute your preferred strategy.

Software Market Launcher kicks off by reviewing your go-to-market objectives and agreeing on a launch plan. On launch, ADG will manage sales and business development activities, as well as a local marketing program that includes websites, social media and demand generation activities.

Our fully compliant legal presence allows you to immediately reach sector leading resellers, partners, and Chinese enterprises. You'll need this presence to issue official receipts, sign contracts and join RFP processes. ADG will manage the hundreds of everyday business and operational tasks necessary to process orders, take payments and support customers. Finally, we will work with you to ensure you have taken the appropriate measures to protect your IP and build an active piracy prevention, mitigation and enforcement strategy. As you start to see real progress on the ground, we'll work with you to invest more in marketing, support, and training.

Take control of your China sales today with *Software Market Launcher*!

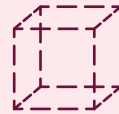
BENEFITS INCLUDE:



A flexible program that works for online or offline sales, as well as through partners



Fully managed team with the experience to advise and execute your preferred strategy



A transparent and predictable business model to meet your budgeting needs



Legal protection to ensure your brand and assets are always under your control



I thought it would be difficult to launch in China but it was far more complex than I could have imagined – ADG provided real on-the-ground insight and guidance in order to get us up and running quickly and increasing market share in less than 6 months.

Brian Lee, CEO, GraphPad



ADG was effectively 'Netezza China' developing and executing our China go-to-market strategy on the ground, pitching our solutions and securing strategic partnerships. ADG saved us a lot of time and investment.

Doug Etzel, GM Asia, Netezza