



Expanding Your Software Internationally?

Let our expertise help you succeed the first time.

INTERNATIONAL EXPANSION SERVICES FOR ISVs

MARKET OPPORTUNITY ASSESSMENT:

AIM Opportunity Assessment services can analyze the market to help you determine the business case for investment. We help you to do the due diligence to gain an understanding of key issues such as knowing the size of the addressable market for your application, the number of local and global competitors already present, what is your unique differentiation and pin point the geographical and industry segments to prioritize.

BUSINESS PLAN DEVELOPMENT SERVICE:

Your goal may be to increase sales, however, entering a new market will require preparation, investment and a multi-year plan that enables you to test the priority market segments, build targeted sales strategies, implement marketing programs that create demand for your applications and deliver support to your new customers. With our knowledge of the local market and the reseller ecosystem, AIM can help you build a business plan that serves as a compass to chart the step by step course to succeed in a new market.

BUSINESS HOSTING SERVICE:

There is a cost effective alternative to setting up a subsidiary in a new country. AIM can host your business in the US and Asia at a low monthly fee. You will gain local market presence with local business hours response by telephone, email and website. You will also have a great vehicle to test the market, make new contacts, see trends and identify partners.

PARTNER SEARCH AND RECRUITMENT SERVICE:

Resellers: Building a reseller channel that already has experience selling into your target market and has an installed base of customers may be the best strategy to grow sales quickly. AIM's Partner Search services can save you much time and effort by researching many databases to identify resellers that are your best fit. AIM can then qualify them through interviews and set up executive level meetings that can lead to a new partnership. Once you have agreed that a qualified partner is the right fit, AIM Partner Recruitment services can take the discussions all the way to a signed reseller agreement.

Systems Integrators: System Integrators (SIs) can help you localize an application, provide the customer implementation man power and on-going technical support so that you don't need to invest in building your own support organization. AIM can help you to connect and establish partnerships with locally based SIs that can provide the technical expertise you need.

DEMAND GENERATION SERVICE:

Fuel the momentum of new partnerships with demand generating marketing programs that can create a brand presence for your company and bring leads to your reseller channel. AIM Marketing Services can develop and help execute high impact marketing programs that can include press briefings, telemarketing campaigns, customer events and trade show participation.

PARTNERSHIPS DEVELOPMENT SERVICE:

If your application is strategic to another company by providing a unique solution in a market segment where they want to grow, they may want to partner with you to do joint market development. Great potential partners can be companies like Microsoft and HP. AIM Partnership services can help you map your application and value propositions to their strategies and help you secure partnerships with much larger companies so that you can leverage their marketing resources and brand presence.

ABOUT AIM

Based in Seattle, Washington, AIM provides ISVs and SIs with the essential services to realize their business growth potential by utilizing the market knowledge and insights of 25 years experience gained in business development at Microsoft, HP, Intel, Compaq and DEC. AIM services are available throughout North America and Asia.