



Expanding Internationally?

Let our expertise help you succeed.



AIM

AEUSA International Marketing
5791 153rd Ave SE, Bellevue, Washington 98006 USA
Tel. 1-425-208-5430 www.aimcorpinternational.com

AIM SERVICES FOR ISVs

Whether you are an Independent Software Vendor (ISV) with an ingenious application and a vision to bring its benefits to users around the world or a System Integrator (SI) with brilliant programmers and engineers that can develop innovative solutions worldwide, expanding your business internationally is the challenge your success at home will bring you.

AIM specializes in providing services that can enable ISVs and SIs to accelerate business growth by developing the high impact strategies, channel network and marketing programs that can lead your company to success in new markets. We do this by utilizing the best practices developed from over 25 years in international business development acquired at IT industry leading companies including Microsoft, HP, Intel, Compaq and DEC.

Our focus is on services for the Microsoft partner ecosystem and include:

INTERNATIONAL EXPANSION SERVICES FOR ISVs

Developing the business case and business plan for penetrating international markets. Conducting channel partner search and effecting recruitment. Developing and executing demand generation campaigns to activate VARs and fuel new partnerships. Facilitating the creation of new partnerships with services and platforms providers.

TECHNICAL SERVICES CAPACITY SOURCING FOR ISVs

Enabling ISVs to bring new applications to market more quickly, at lower cost and service more customers by rapidly turning-on and turning-off a large number of technical resources that can accelerate new application development and add capacity for new customer deployments and installed base upgrades.

BUSINESS STRATEGY PLANNING AND EXECUTION FOR ISVs

Development and execution of complete business plans to accelerate growth for specific products in target markets; including establishing realistic objectives, identifying critical success factors, developing high impact strategies, implementing the tactical actions and measuring progress against set objectives.

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.



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 for you 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 first.

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 journey to grow 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 with an installed base of customers, may be the best strategy to ramp 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.

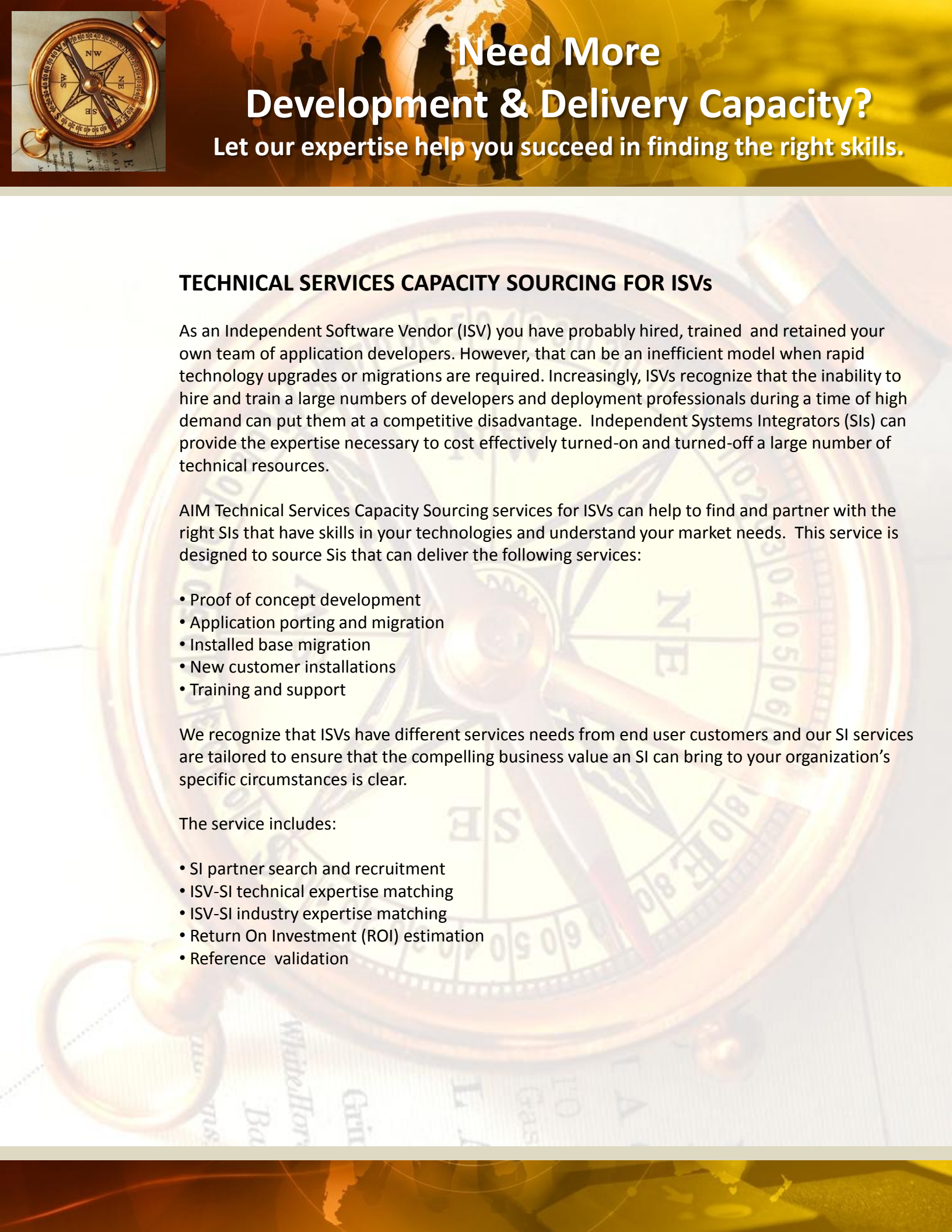
Systems Integrators: System Integrators (SIs) can help you localize an application, provide the customer implementation man power and on-going technical support so that you don't need to invest in building your own support organization. AIM can help you to connect and establish partnerships with locally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



Need More Development & Delivery Capacity?

Let our expertise help you succeed in finding the right skills.

TECHNICAL SERVICES CAPACITY SOURCING FOR ISVs

As an Independent Software Vendor (ISV) you have probably hired, trained and retained your own team of application developers. However, that can be an inefficient model when rapid technology upgrades or migrations are required. Increasingly, ISVs recognize that the inability to hire and train a large numbers of developers and deployment professionals during a time of high demand can put them at a competitive disadvantage. Independent Systems Integrators (SIs) can provide the expertise necessary to cost effectively turned-on and turned-off a large number of technical resources.

AIM Technical Services Capacity Sourcing services for ISVs can help to find and partner with the right SIs that have skills in your technologies and understand your market needs. This service is designed to source SIs that can deliver the following services:

- Proof of concept development
- Application porting and migration
- Installed base migration
- New customer installations
- Training and support

We recognize that ISVs have different services needs from end user customers and our SI services are tailored to ensure that the compelling business value an SI can bring to your organization's specific circumstances is clear.

The service includes:

- SI partner search and recruitment
- ISV-SI technical expertise matching
- ISV-SI industry expertise matching
- Return On Investment (ROI) estimation
- Reference validation



Planning For Growth?

Let our expertise help you succeed in charting the course.

BUSINESS STRATEGY PLANNING AND EXECUTION FOR ISVs

A strategic business plan can enable your organization to chart the course for its success. Defining a vision and then breaking it down to actionable activities that individuals and groups across the organization and with partners are responsible for can bring a unity of purpose that delivers results.

The AIM Strategic Planning framework consists of six developmental stages which together make up a complete executable plan. We can help your organization to work through each planning stage to reach agreement and then to oversee its execution.





Taking Your Services Global?

Let our expertise help you succeed in finding the customers in need.

ISV SEARCH AND RECRUITMENT FOR SYSTEMS INTEGRATORS

Independent Software Vendors (ISVs) have traditionally hired and retained their own teams of developers. However, that can be an inefficient model when rapid technology upgrades or migrations are required. Increasingly, ISVs recognize that the inability to hire and train a large numbers of developers and deployment professionals during a time of high demand can put them at a competitive disadvantage. This represents an outstanding opportunity for independent Systems Integrators (SIs) to provide the expertise necessary that can be cost effectively turned-on and turned-off. AIM services for SIs can help Systems Integrators to find and partner with the ISVs in need of the specialized services your organization can deliver.

SI SERVICES IN DEMAND BY ISVs:

- Proof of concept development
- Application porting and migration
- Installed base migration
- New customer installations
- Training and support

AIM recognizes that ISVs have different services needs from end user customers and our services for SIs are tailored to ensure that the compelling business value an SI can bring to an ISV in their individual circumstances is clear to both organizations.

AIM SERVICES FOR SIs:

- ISV partner search and recruitment
- ISV-SI technical expertise matching
- ISV-SI industry expertise matching
- Business value definition
- Return On Investment (ROI) estimation

If you need help to find ISVs in need of your technical skills and organization has proven development and deployment expertise on the Microsoft technology stack that is supported by customer references, then contact us.