

EUROPEAN MARKET ENTRY



The 'European Soft Landing'

Calx Europe has developed a unique approach to European Market Entry designed to give US Hi Tech Companies a strong bridgehead in the EMEA market based on a customized Partnership.

European Market Entry

THE 'EUROPEAN SOFT LANDING'

EXPERT PARTNERSHIPS DESIGNED TO MEET NEEDS

The EU countries alone have a combined GDP greater than that of the United States. The common trading laws and the development of a single European currency mean that Europe alone has never been a better place to do business. Add the economies of Africa, the explosive growth of the Middle East and the Indian subcontinent and you have the largest business opportunity imaginable. For US Companies wishing to take advantage of this amazing opportunity to expand their business, Calx Europe has developed a unique approach designed to give you the opportunity to tap into this phenomenal market place in a customizable partnership it has called 'The European Soft Landing'.

EXPERIENCE

Calx Europe has over 25 years of experience of selling, marketing and senior level general management in the Hi Tech business. It understands the needs of businesses seeking to gain entry into the EMEIA market and has direct experience of partnering with US Hi Tech Companies to help them gain a bridgehead.

It also understands the need to make genuine profits and the 'European Soft Landing' is designed to make the market entry profitable to the client while recognizing the needs for rapid growth.

Calx Europe has long experience in running subsidiaries of North American Corporations and fully understands the requirements of accounting procedures, revenue recognitions and Corporate Governance in the new SOX environment.

PARTNERSHIP

The whole concept of the 'European Soft Landing' is based around a Partnership between Calx Europe and its client. The Partnership is based on trust, goals, constant review and communication to ensure that the Partnership fully reflects the client and its business in every way.

The Joint Business Plan

At the heart of the partnership is the Joint Business Plan. Written jointly by Calx Europe and the Client, the Joint Business Plan is the basis on which the Partnership is built. The Business Plan will reflect the scope of the relationship, the overall objectives, timescales, milestones, review points, sales targets, marketing activities, decision-making framework and escalation procedures, plus it will identify support and resource requirements. It will also identify the level of training required, the competitive landscape, the activities and tactics required – it will define how Calx Europe will recreate the 'look and feel' and culture of the Client in the EMEIA market place. It will be the template to recreate the Client's success in North America in EMEIA.

THE CALX EUROPE 'SOFT LANDING' APPROACH AND SERVICES

Calx Europe recognizes there are several levels of potential engagement in order to deliver a strong bridgehead in EMEIA for its Clients.

1) Full Representation

Calx Europe can undertake the setup and management of the Client's EMEIA subsidiary. It involves the setup of a Limited Company on behalf of the Client which can be either jointly owned by Calx Europe and the Client or be a fully owned subsidiary of the North American parent.

In this 'Virtual Management' engagement, Calx Europe will run the Company with a full time VP/Managing Director EMEIA responsible for the running of the subsidiary from a Corporate Governance standpoint as well as managing any agreed local staffing and owning the sales and profit numbers.

Typically this engagement will last up to two years but can last longer if the Client requires. At this point, Calx Europe's local full time VP EMEIA will either be replaced by the Client or there will be an option for the individual to remain as a full time Client employee.

The cost model is based on funding for a European subsidiary.

2) Sales Agency

Calx Europe can act as a Sales Agent for clients wishing to take a more 'arm's length' approach which involves less cost. The relationship will still have a Joint Business Plan and representation is still designed to reflect the Client's business, working practices and culture, only a local subsidiary will be absent and so back office functions will reside fully with the Client in North America.

The Sales Agency model is based on a retention fee and commission from sales as a cost model.

3) Acquisition of EMEIA Partners

This service is designed to act as a 'hunting' arm to the North American Client with an aim to solely seek and recruit territory partners such as OEMs, Distributors, VARs, System Integrators or Resellers.

This service tends to be a short assignment with very specific goals.

The model is based on a retention fee and revenue share from successfully recruited partners lasting a specific period.

4) Territory Talent Acquisition

Typically, if the Client already has a presence in the EMEIA market or just wishes for rapid acceleration in sales via acquisition of exceptional talent, then Calx Europe can undertake the targeted search and selection process using its Talent Acquisition services. Calx Europe will work in partnership with the client to accurately profile the required talent and then research and find the specific people required to not just undertake the roles but to add long term, sustainable profit growth to the Client.

Talent Acquisition is based on a retention fee and placement bonus cost model.

DEVELOPING THE RIGHT PLAN FOR CLIENT NEEDS

The concept of the 'European Soft Landing' is developing the right plan to reflect the client's needs and cost model. Calx Europe works closely with the Client in order to customize the engagement via the Joint Business Plan to accommodate all requirements while giving advice on the cost model associated. It's a policy of 'no surprises' and is designed to give utter trust between parties at all times.

CALX EUROPE PEOPLE AND METHODOLOGY

Calx Europe uses a network of experienced individuals to deliver on the Joint Business Plans – individuals who have direct experience of growing business on behalf of distant clients and who have specific experience of the target market place.

Calx Europe people work as an effective extension of the North American Client and act very much as 'distant employees' and as such would be expected to be part of Team Meetings, Sales Meetings, reviews and use the tools of the job as required by the Client such as CRM packages or be subject to normal sales rigors such as KPIs. In the absence of these, Calx Europe uses ACT as a CRM package and uses its own set of KPIs to monitor performance in delivering on the Client's objectives and targets.

WORKING WITH YOU TO ENSURE SUCCESS

The 'European Soft Landing' is all about working with the Client closely at every step to ensure success within the agreed budget guidelines. The Soft Landing is about making the Client's entry into Europe as smooth and efficient as it would if it were doing the job itself. Calx Europe is all about bringing success to its clients.

Calx Europe is a partner to trust, because when results matter only the best will do.