

## GROW YOUR ICT MARKET IN THE PHILIPPINES

Information and Communication Technology (ICT) is one of the most promising business sectors in the Philippines. With annual revenues of ICT companies reaching US\$18 billion in 2003 and growing annually at about 15%, the Philippines is proving to be a lucrative market. It is not surprising that new ICT companies want to come in and tap the market potential.

To gain a competitive edge over the more locally established firms, new players should be able to

- ❖ Have a local presence quickly
- ❖ Generate market awareness of its products and capabilities
- ❖ Set-up a good sales and distribution network.

This can entail a significant investment and a gestation period if the new players decide to take the traditional route of establishing subsidiaries or a local branch office. Before establishing their local presence, it can take time to make a solid business case to justify investments. This can be disadvantageous in an industry, where fast to market is a pre-requisite for success.

New as well as established players can benefit from having a partner who can help them rapidly market but at the same time not having to commit a substantial investment in terms of setting up an office. They will find it valuable to partner with a company who already knows the market, has good relationships with key customers and potential partners, has a track record in bringing in to the Philippines new ICT products and services -- one who can help achieve results with MINIMUM RISK AND MINIMUM INVESTMENT.

### **EnVision IS THE RIGHT PARTNER!**

The EnVision Team has the unique combination of business acumen and ICT expertise to help foreign companies or principals develop the business in the Philippines. Each senior team member has an average work experience of more than 15 years, with a defined expertise in a particular business discipline gained from large multinational and local companies such as 3Com, Lucent Technologies, Alcatel Telecoms, Manila Electric Company. Collectively, the EnVision Team has a network of contacts across industries and the depth and breadth of management and hands-on experience in ICT from both the service provider perspective and end-user.

In addition, EnVision has an established network of distribution partners, resellers, suppliers and system integrators to support the representation of global technology companies in the Philippines and even in the Asia-Pacific region. This is complemented by technical expertise in various ICT disciplines -- voice and data communications, networking, systems development, ICT operations.

For a new and even established player in the Philippine market, partnering with EnVision is a wise choice. EnVision possesses the global perspective and local expertise. It can understand the dynamics of the local landscape and can aggressively market a company's products to create a growing and viable business in a competitive field.

### **EnVision's Offering – REPRESENTATIVE SERVICES**

The typical representative office is focused on selling – pushing the products to the customers. Support services such as technical support are often escalated to the global or regional headquarters.

More than being a sales agent, EnVision offers an integrated approach in developing the business for the principal. It gives equal emphasis to channels management, customer relationship and technical support. This approach increases the principal's chances for success in achieving its sales targets. In addition, EnVision knows the dynamics of working with a multinational ICT company but at the same time is sensitive to the nuances of dealing with the local business community. A foreign company new to the Philippines will take time to adjust to this environment.

EnVision jumpstarts a foreign ICT company's entry to the local market. It looks after the principal's business interests and maintains trust and confidentiality in dealing with all its principal clients. The company leverages on its core team's expertise and network of contacts but at the same time able to tap external consultants with solid background to meet special needs of clients. The principal can rely on EnVision to penetrate the local market and be a competitive player – all these without the burden of setting-up and maintaining its own local office.

EnVision's involvement can start from *PLANNING* to *MARKET DEVELOPMENT* to *CHANNELS MANAGEMENT* to *SALES SUPPORT*. These services can be defined as follows:

### **PLANNING**

- Helping a new player answer fundamental questions in evaluating the local market potentials – who is my target market, what are their needs, do I have a product that address those needs, can my target market afford my product
- Defining a client's strategic positioning in the local market and the expected results
- Propose possible approaches to achieve the desired business results

### **MARKET DEVELOPMENT**

- Recommending appropriate marketing strategies and how to implement them
- Creating market awareness by leveraging EnVision's relationships with customers influential in the market
- Providing market intelligence to principal

### **CHANNELS MANAGEMENT**

- Evaluating and recommending potential resellers, distributors, sales channels, systems integrators
- Conducting sales and technical training for channels
- Monitoring and evaluating channels' performance

### **SALES AND TECHNICAL SUPPORT**

- Formulating sales strategies for key projects
- Providing "direct touch" to key customers in terms of presence in sales presentations and pre-sales technical support
- Assisting in product type approvals in behalf of the principal
- Conducting product demos to customer site as needed

Although these are the defined services, EnVision's real value lies on being flexible and adaptable to its client's specific needs, the ability to create customized services "on-the-fly". Its focus is to meet the customer's expectations and provide the deliverables -- EnVision knows what needs to be done and has the capability to make things happen.