



IT Consulting 21



ITelion Consulting 21

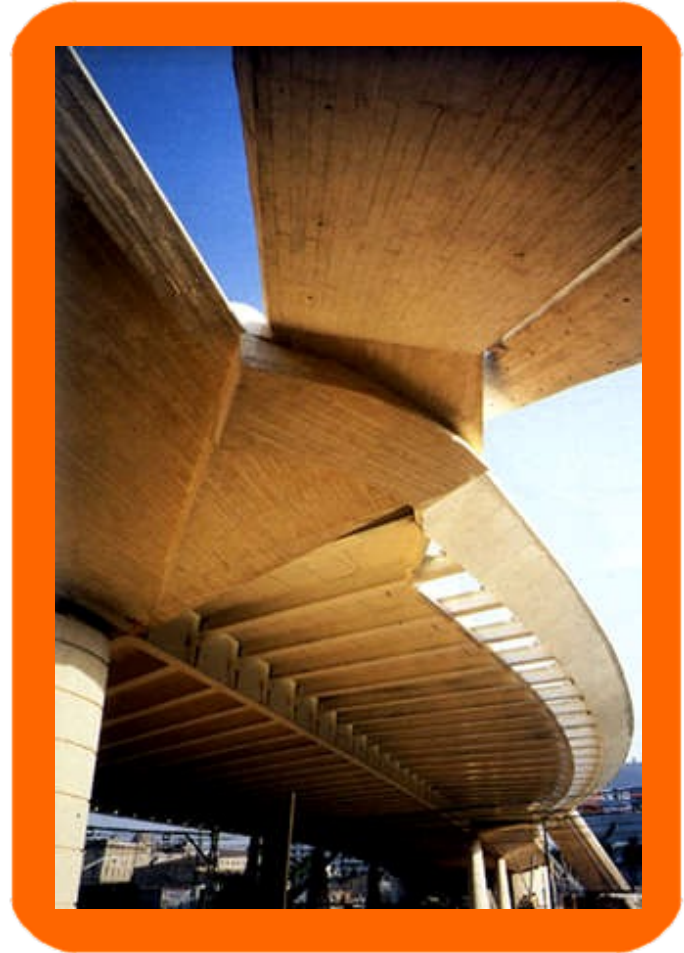
YOUR BUSINESS DEVELOPMENT ADVISOR IN SPAIN



Company Overview

Speed and ROI in your Company take off

- **Company Mission:**
 - We provide Business Development, Sales and Marketing Services to foreign technologies companies that want to start their business in Spain.
 - **Make a fast Business Development.**
 - **Improve business results.**
 - **Minimize initial investment.**
 - **Based on our in-depth knowledge of the Spanish market.**



Bridging the Gap between Cultures, Technologies and Markets.

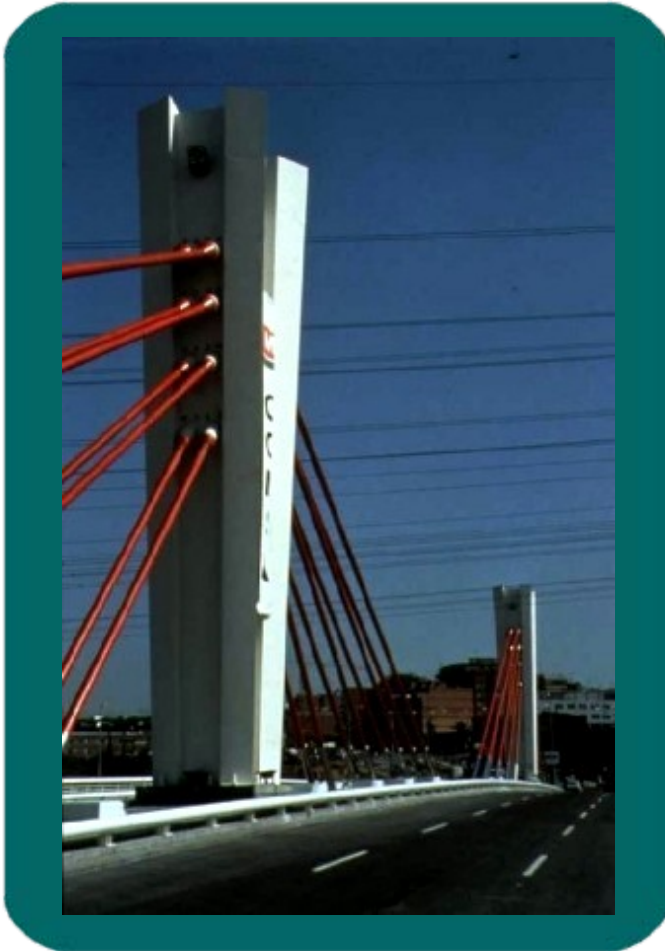
We help our customers to:

- Increase Revenues in our geography.
- Select the right start up strategy.
- Understand, evaluate and qualify our market.
- Avoid any mistake in their business expansion.
- Know who the main players and competitors are.
- Select the right partners and alliances.
- Find sales opportunities and close deals.
- Define and implement business, sales and marketing plans.
- Start-Up and Build Up the initial operation of the company.



We share our customers success. We commit on results.

ITelion Consulting 21



- Founded by a group of experienced professionals in all the areas of the ITc industry.
- Have the most extended Network in the Spanish IT Market
- Service portfolio fully aligned with Customer's Strategy.
- Proven methodology. Business oriented approach.
- International partners in different geographies.
- Our knowledge of local market and idiosyncrasy will contribute to a successful business start up in Spain, avoiding common pitfalls.

Bridging the Gap between Cultures, Technologies and Markets.



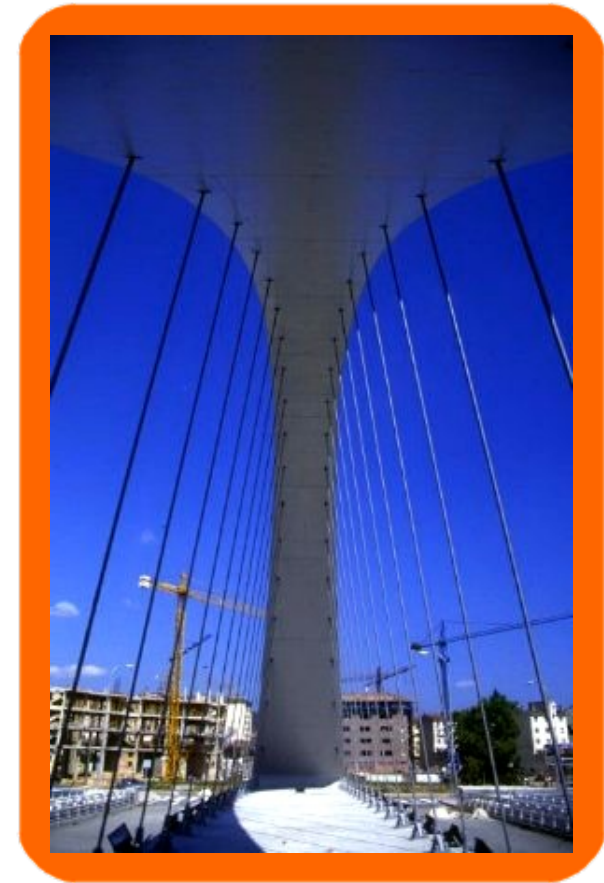
IT Consulting 21

ITelion Consulting 21

Original approach to Business Development: Practical, Realistic, Affordable

Services Portfolio:

1. **Market Investigation.**
2. **Go to market strategy.**
3. **Partner selection Consulting.**
4. **Business opportunity discovery.**
5. **Business plans generation.**
6. **Facilities configuration.**
7. **Initial Set-up assistance.**
8. **Company Representation.**
9. **Interim Management**
10. **Distribution.**
11. **Education.**
12. **Professional Services.**



Bridging the Gap between Cultures, Technologies and Markets.



IT Consulting 21

ITelion Consulting 21

Members of:

Member of
**The TBK
Network**
the way to grow



Bridging the Gap between Cultures, Technologies and Markets.

Top 5 Local Mistakes



1. Lack of a clear International Expansion Strategy.
2. Misunderstanding of local market conditions, incorrect positioning product / technology and wrong alliance strategy.
3. Put in place an “incomplete team”, not experienced in the country or not committed.
4. Think that Europe is a homogeneous market.
5. Poor market validation for the sales of the product.
6. Unbalanced commitment.
7. Hidden Cost.

Company Model: “One Size Fits All”

Spain



- **17 “Autonomic Regions”**
- **2 Autonomous Cities**
- **5 Official languages.**
- **National territory of 504.782 Km²**
- **2.400 Km (1.500 Mill.) end to end.**
- **EC border.**
- **8th economy in the World.**
- **43 Million habitants.**
- **The most dynamic market in EC.**

We share our customers success. We commit on results.

Spanish market Start Up. The Journey

The Country:

- 8th Economy in the world, 43 Mill Population.
- The most dynamic EU market
- Modern Infrastructures. Advanced social system.
- Decentralized Administrative organization
- Strong Institutional investment.
- Particular Enterprise skin.
- Service oriented economy.

The Risks:

- Lose time and momentum.
- Early positioning of competitors.
- Unproductive investments.
- Initial investments.
- Selection of the easy approach.
- Forget the local component.

IT Consulting 21:

The Solution.

- Design the best strategy.
- Select appropriate markets.
- Speed up the process.
- Adequate partners and alliances.
- Increase sales results.
- Optimize ROI.

The Opportunity:

- Huge new market.
- High potential growth
- Massive incorporation to the WW economy.
- Room for improvement on ITC's
- Selected industry sector trends.
- Latin America leverage.

The Culture:

- Special way of doing business.
- Multiples languages.
- Geographical "proximity" and support.
- Trust, commitment and confidence.
- Local influencers and lobbies.
- Conservative mentality.
- Autonomic decision making process.

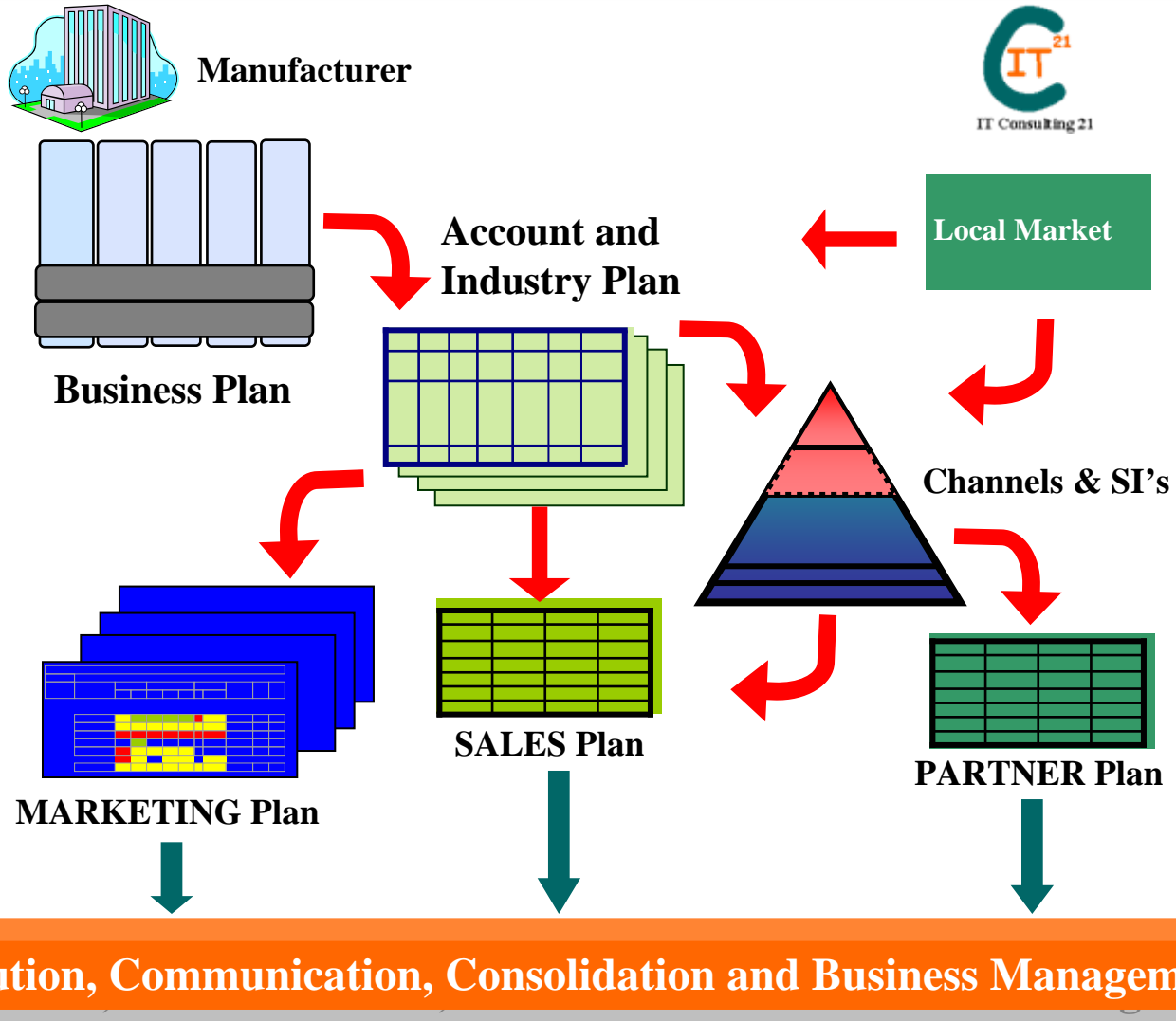
The Mistakes:

- Unclear strategy.
- Assume external Compromise.
- Decisions based on foreign experience.
- Ignore hidden costs.
- Opportunistic approach.
- Lack of on going commitment and support.

Alternatives:

- Direct presence.
- Local representation.
- Remote management.
- Distribution channels.
- Interim management.
- Merges and acquisitions.

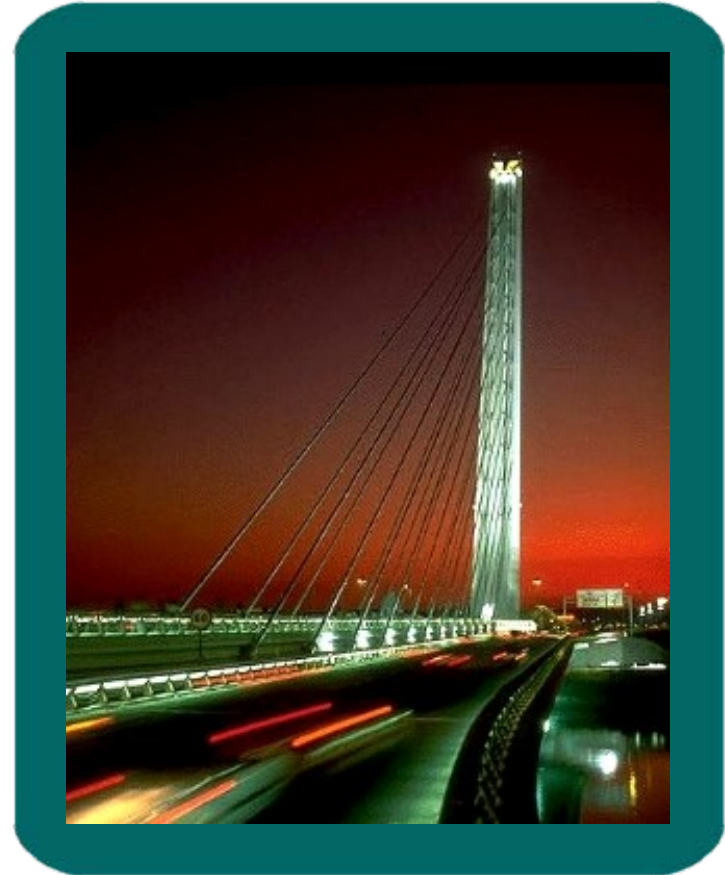
Business Development Process



We share our customers success. We commit on results.

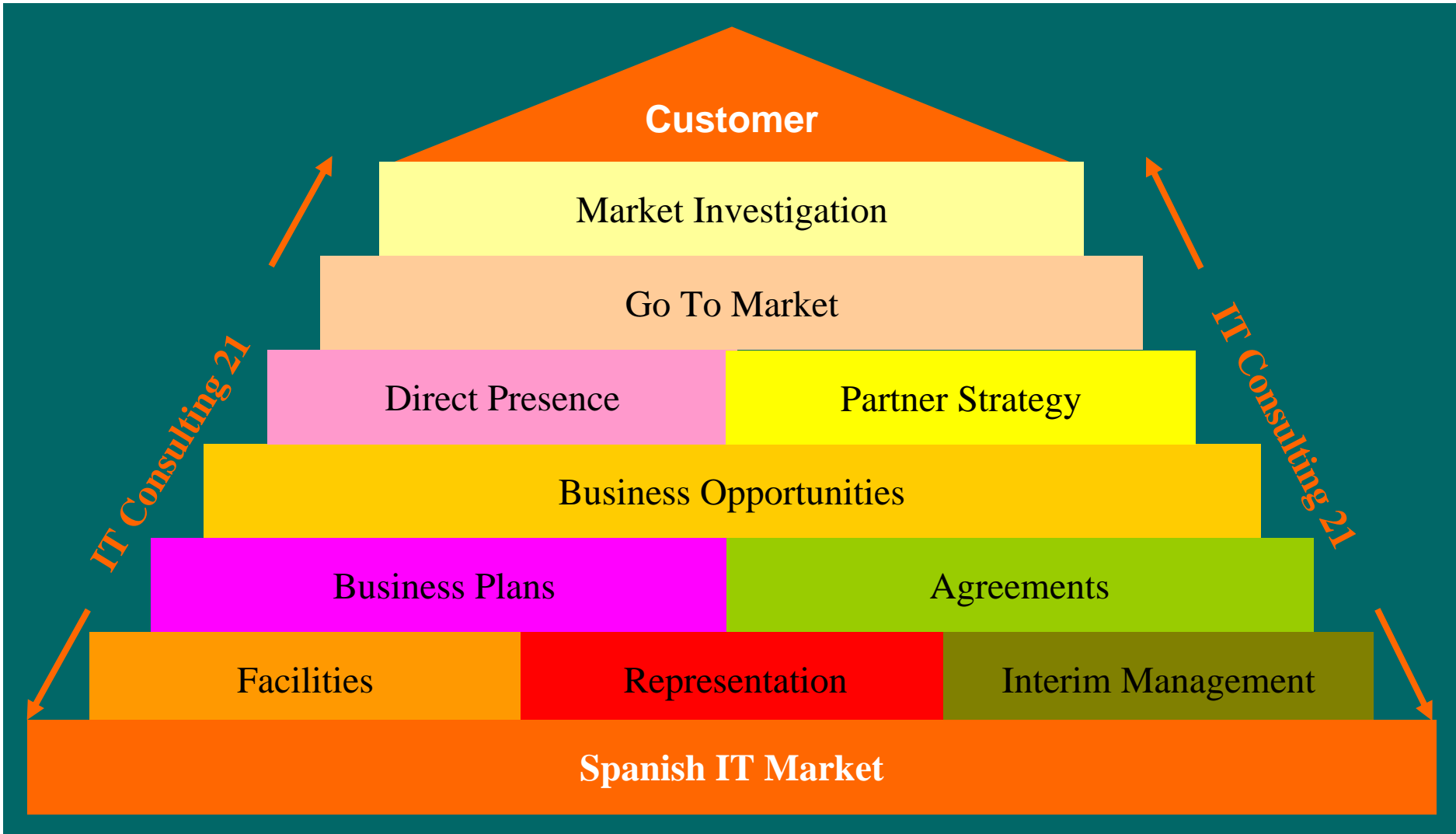
Why ITelion Consulting21 ?

1. **The unique Business Accelerator for ITC's foreign companies in Spain.**
2. **Fees based on results**
3. **Proven track record of success.**
4. **Practical, realistic and sales oriented approach.**
5. **Strong lobby and influence availability**
6. **Speed and agility**

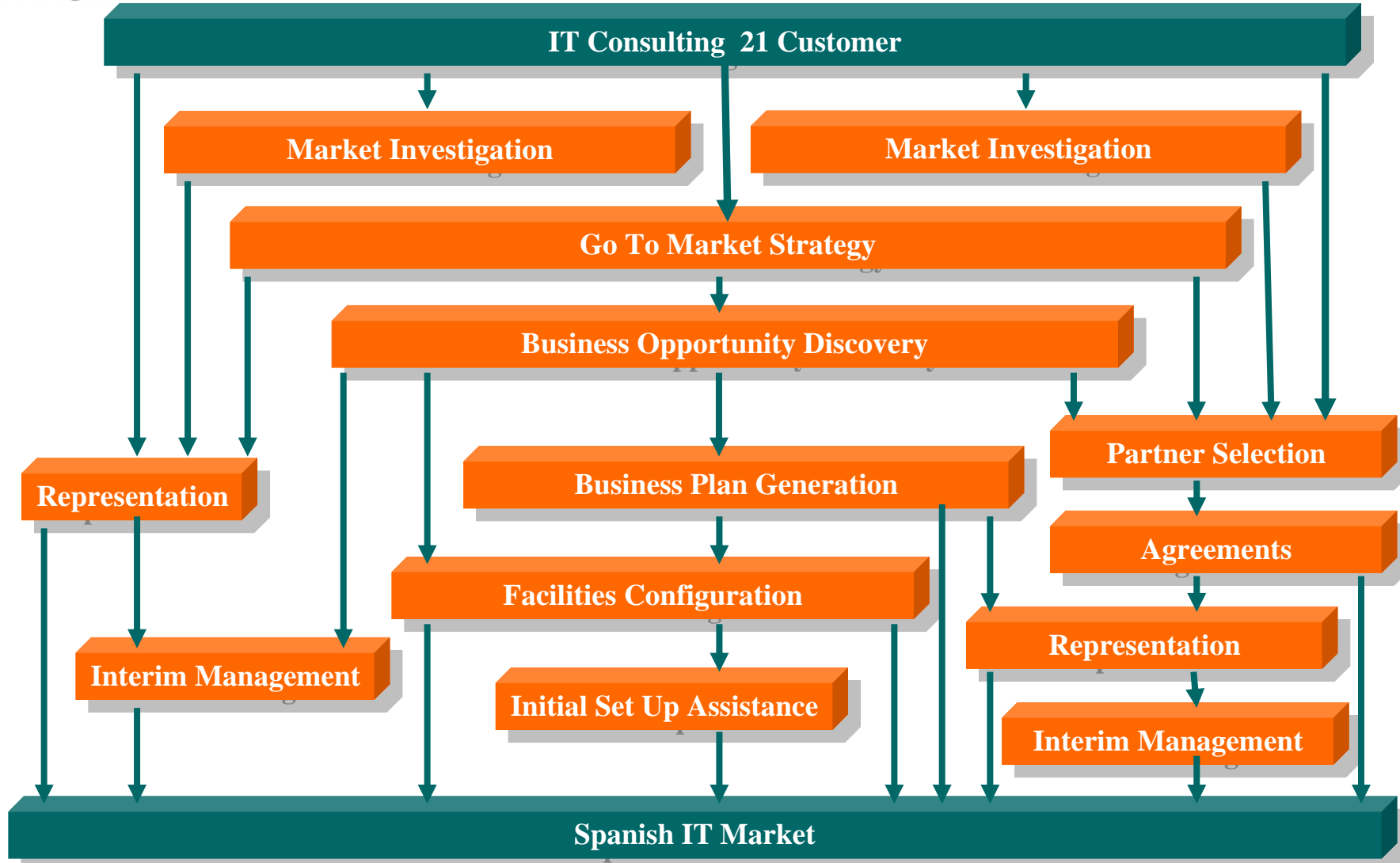


As long as you commit to the Spanish market we share risk and profits on your local business results

Areas of Collaboration



Flexible Service Approach



High Value Added Services (1 of 6)

1.- Market Investigation

Overview of the Spanish Economy and IT Market. Customer specific market size, trends, competition, influencers and main players. Initial SWOT analysis and entry barriers. Opportunity evaluation.

Customer benefits:

- Solid knowledge of local market conditions.
- Realistic evaluation of size and trends.
- Clear positioning of partners and competitors.

2.- Go to Market Strategy

Selection of the best start-up strategy. Direct versus Indirect presence. Competitive position, preferred alliances, business projections, and investment pattern. Detailed Start-Up implementation plan.

Customer benefits:

- Best approach based on customer's objectives.
- Set clear expectations for the Start Up process.
- Increase the level of success.

We share our customers success. We commit on results.

High Value Added Services (2 of 6)

3.- Partner Selection

Distribution model definition. Partner appropriate profiles. Companies short list, market position and analysis of fundamentals. Interest and conditions detection. Face to face interviews. Contract negotiation facilitation.

Customer benefits:

- Rapid pipeline filtering.
- Formal scorecard evaluation.
- Facilitation of contract signature.

4.- Opportunities Discovery

Detailed business strategy definition. Geographies and verticals, customer types and partner agreements. Initiate customer contacts and funnel. Proactive presence in fairs and related public events. Lead generation.

Customer benefits:

- Increase sales efficiency.
- Speed Up market presence.
- Real business opportunities.

We share our customers success. We commit on results.

High Value Added Services (3 of 6)

5.- Business Plans Generation

Initial strategic business plans. Short term Sales and Marketing plans. Budget and targets, investments and resources. Language, regulations and specific market issues detection.

Customer benefits:

- Accurate business projections.
- Increase operational efficiency.
- Optimum use of resources.

6.- Facilities Configuration.

Create initial infrastructure design. Negotiations with attorneys, advisors, physical offices, service providers and operational support resources. Conduct facilities start-up supervision.

Customer benefits:

- Quick Start Up process.
- Single point of contact.
- Minimum initial investment.

We share our customers success. We commit on results.

High Value Added Services (4 of 6)

7.- Initial Set Up Assistance

Professional assistance in the start up process. Customer meetings, business development, generation of proposals, and partner relationships. Forecast and funnel management. Sales and administrative support.

Customer benefits:

- Increase sales efficiency.
- Immediate availability of resources.
- Solve localization issues.

8.- Company Representation

Virtual office infrastructure. Local language contact and assistance. Institutional representation. Homologation process coordination. First line Sales Support. Leads detection and rerouting.

Customer benefits:

- Quick local presence.
- Affordable virtual subsidiary.
- Reinforce local commitment

We share our customers success. We commit on results.

High Value Added Services (5 of 6)

9.- Interim Management

Complete Start-Up responsibility. Infrastructure and professionals need for the operation of the company in the Spanish Market. Predefined Business and economical objectives. Full Brand and Company representation.

Customer benefits:

- Lower up-front investment.
- Commitment on results.
- Shared risks and rewards.

10.- Distribution

Controlled by Manufacturer. Dedicated team. Include: Installation, configuration and Logistics. Added Value Professional Services.

Customer benefits:

- Lower up-front investment.
- Fast product delivery to end customers.
- Local invoicing

We share our customers success. We commit on results.

High Value Added Services (6 of 6)

11.- Education

Experienced Team.
Courses adapted to local environment and culture.
Course is prepared accordingly with customer material and requirements.
Training material localization.

Customer benefits:

- Lower cost in training logistics.
- Local Language.
- Improve training understanding.

12.- Professional Services.

Trained by manufacturer.
Managed by leaders with many years of professional experience.
Technical and consultant profiles.
Acts in full coordination with owned professional services.

Customer benefits:

- Extra resources for manufacturer.
- Local Language.
- Competitive local pricing.

We share our customers success. We commit on results.



IT Consulting 21

ITelion Consulting 21

Contact Information



ITelion Consulting 21, S.L.

Serrano 232; 1° C

28016 MADRID (Spain)

Phone: (+34) 902 906 760

Fax: (+34) 914 113 426

info@itconsulting21.com

www.itconsulting21.com

Thanks, very much!