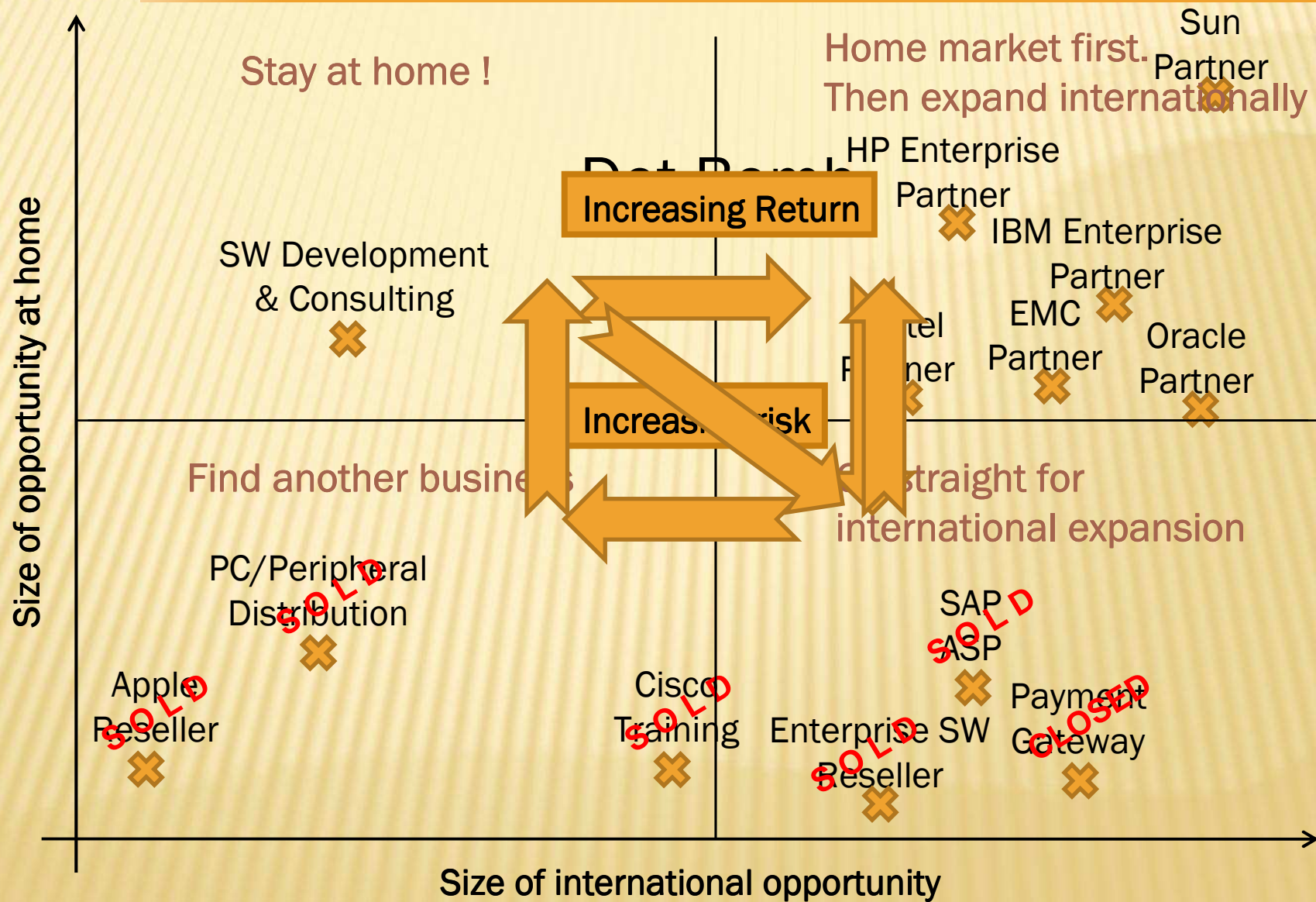


Charles Garvey

INTERNATIONALISING YOUR BUSINESS

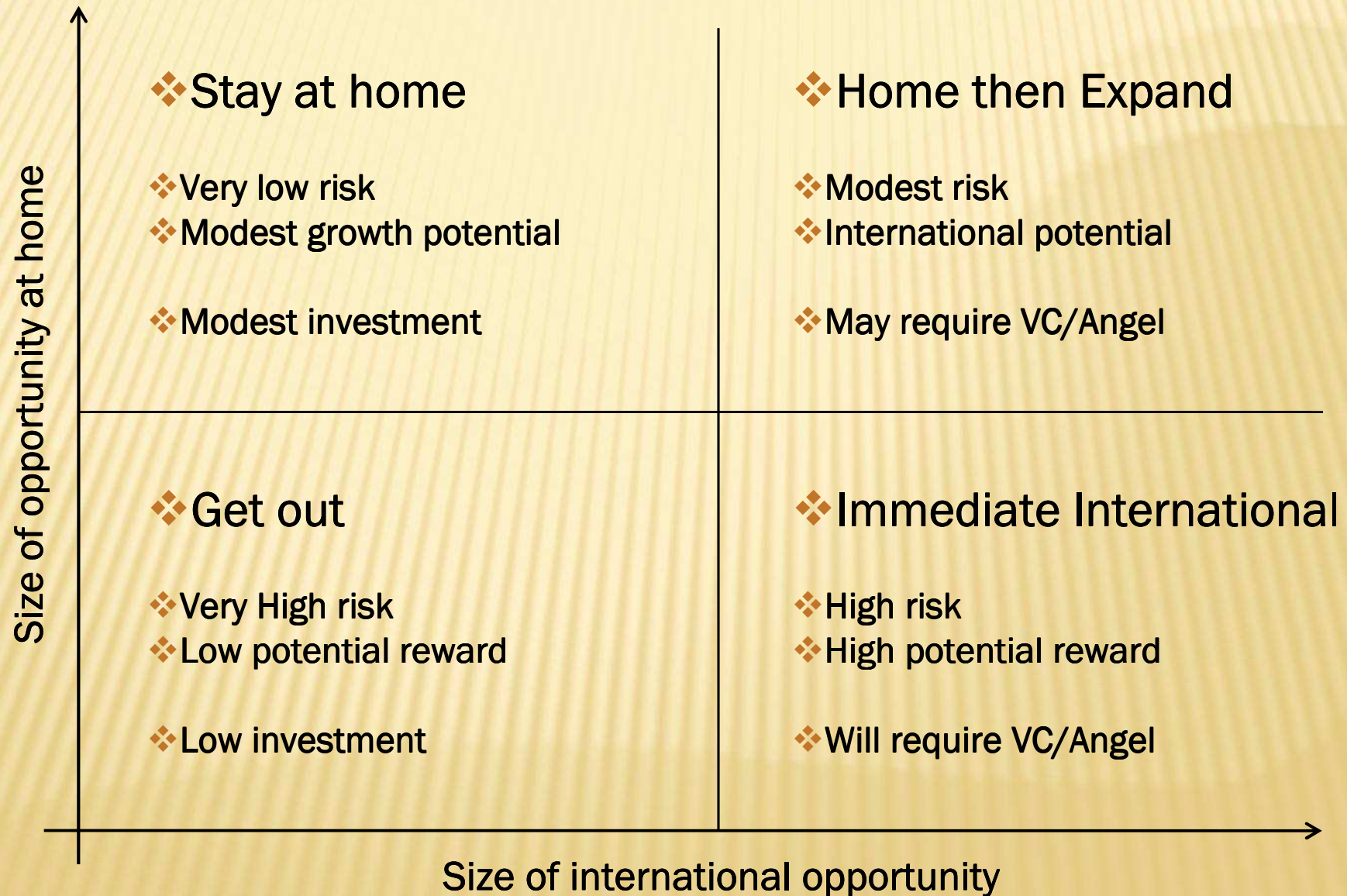
HTG -EVOLUTION - IF & WHEN TO GO LESSONS



NITROSELL – IF & WHEN TO GO LESSONS



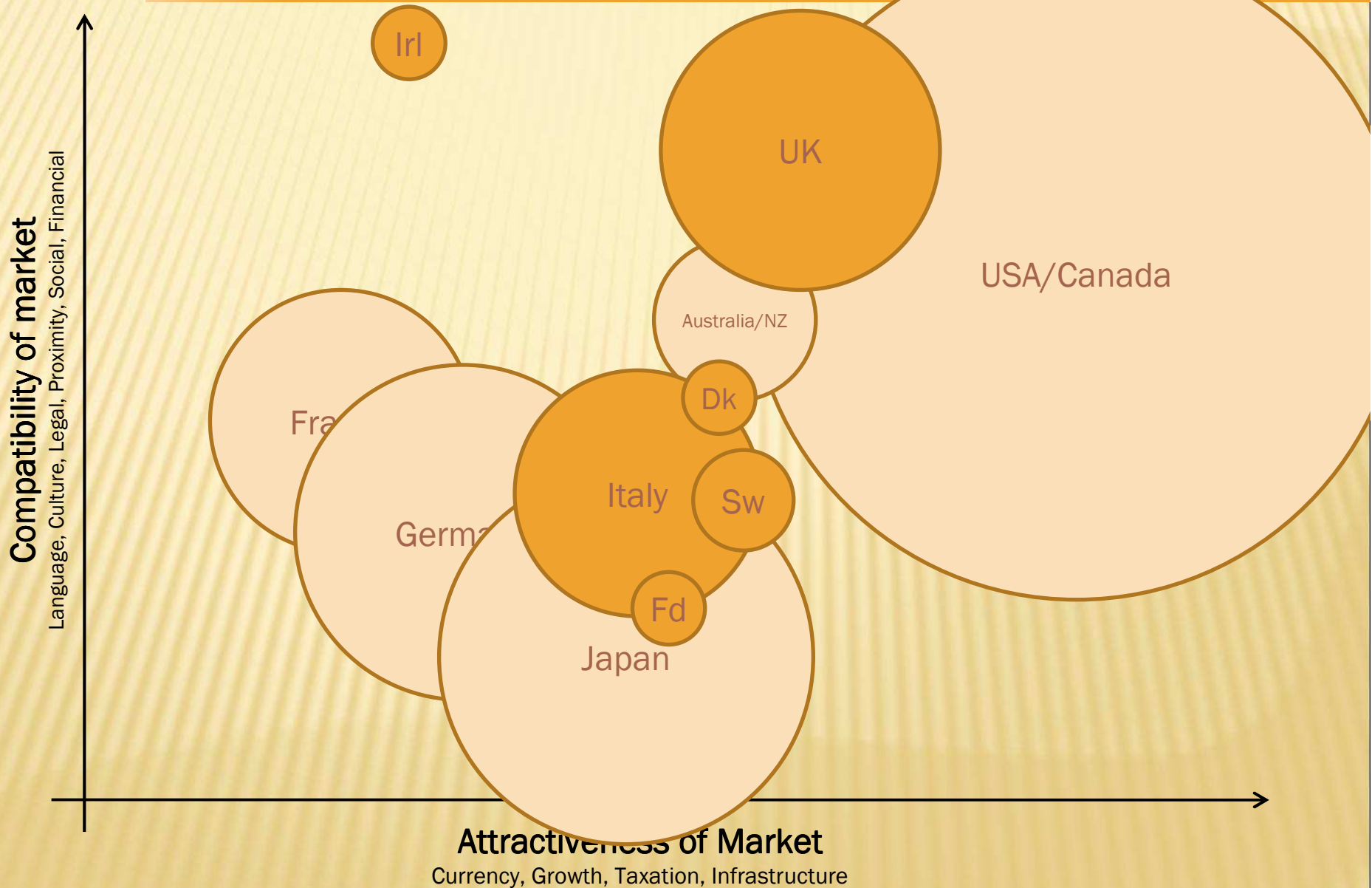
IF & WHEN TO GO LESSONS - SUMMARY



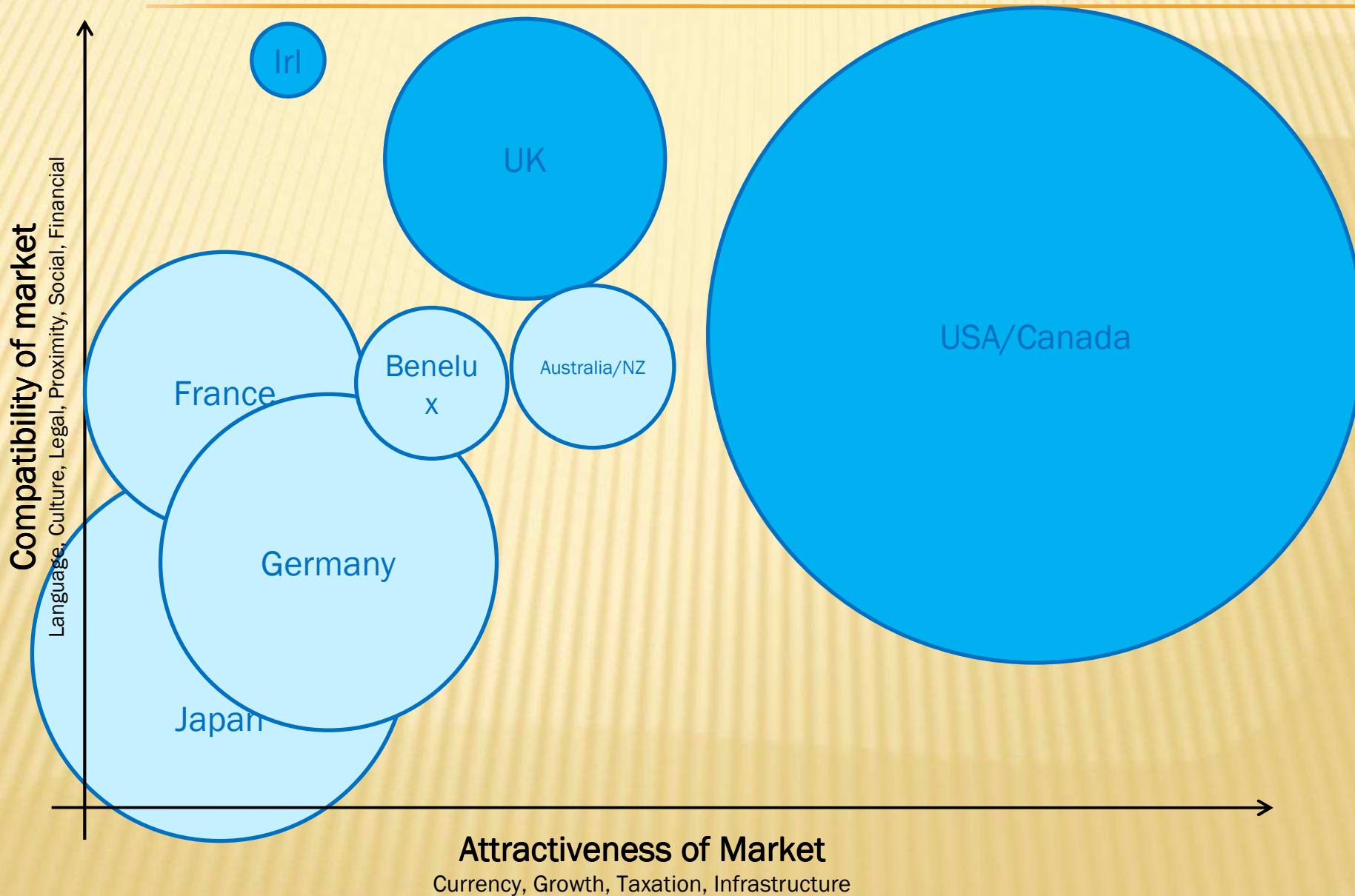
FACTORS IN WHERE TO GO



HTG-CISCO TRAINING - WHERE TO GO LESSONS

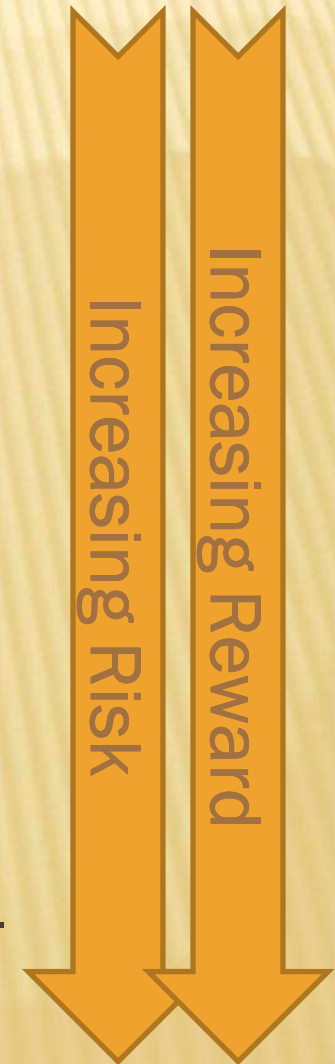


NITROSELL – WHERE TO GO LESSONS



WAYS TO INTERNATIONALISE

- ✘ **Export from home market**
 - + Very difficult to break into the market.
 - + Very low risk, but low likelihood of success.
- ✘ **Licensing**
 - + Low cost & low risk,
 - + Little control & low returns
- ✘ **Strategic Alliance**
 - + Shared costs, resources, and risk.
 - + Integration risks.
- ✘ **Acquisition**
 - + Provides quick access, but can be complex.
 - + Expensive and significant integration risks.
- ✘ **Establish own presence**
 - + Expensive, complex and time consuming but maximum control.
 - + Highest risk, but potentially highest rewards.
 - + Most likely to require dilution to fund the expansion.
 - + Where possible use the MNC 'back door' to create 'referencability'.



MANAGING PEOPLE REMOTELY

- ✘ They need to know what's expected of them
 - + Crystal clear role definition and objectives
 - + Defined metrics they will be measured against.
 - + Defined frequency and detail of reporting required.
- ✘ Communications
 - + Do NOT rely on email for communications. Pick up the phone.
 - + Don't ask 'How are things ?' ask 'What challenges are you facing ?'
 - + Establish regular rhythm of meetings. Defined agendas.
 - + Formalised performance review structure.

PROVIDE A SUITABLE INFRASTRUCTURE

✘ Defined IT platform

- + Defined uniform HW/SW setup for everyone.
- + Centralise 1st line SW support but HW support should be local.
- + SIP phone system connecting locations
- + Use SaaS applications as far as possible (low maintenance)

✘ Provide a self service portal giving access to

- + Marketing materials, case studies, White Papers, KB Articles, FAQs, etc.
- + HR documents and policies, Performance reports, Strategies, etc.
- + Contact and history information on customers.