

# Workshop Topic: Getting Paying Customers – Now! Key Factors and Case Studies

Presented by: Daniel Quon, SVP – Asia, SVB Global

 **ERNST & YOUNG**

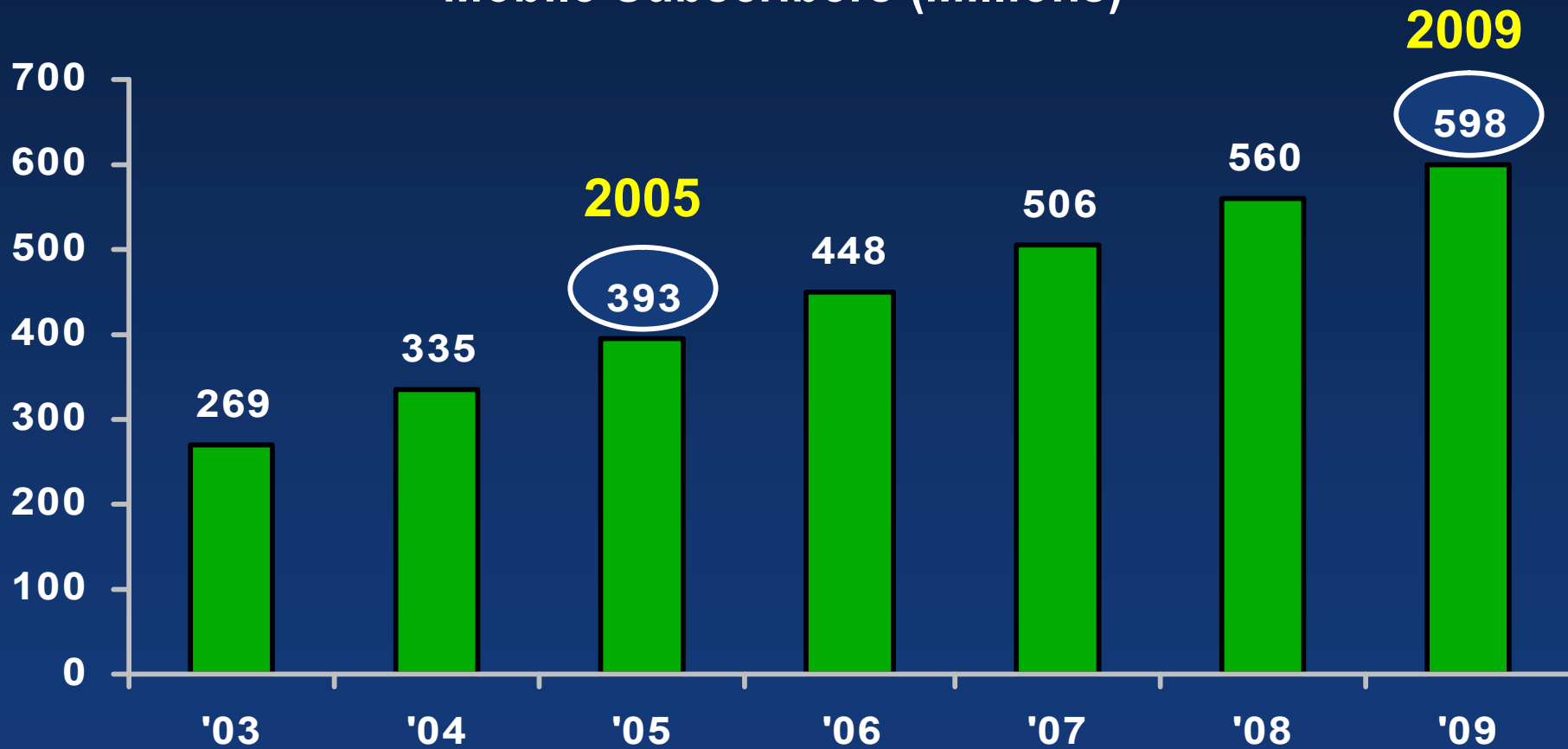
*Quality In Everything We Do*





# Mobility – Significant Opportunities

## Mobile Subscribers (Millions)

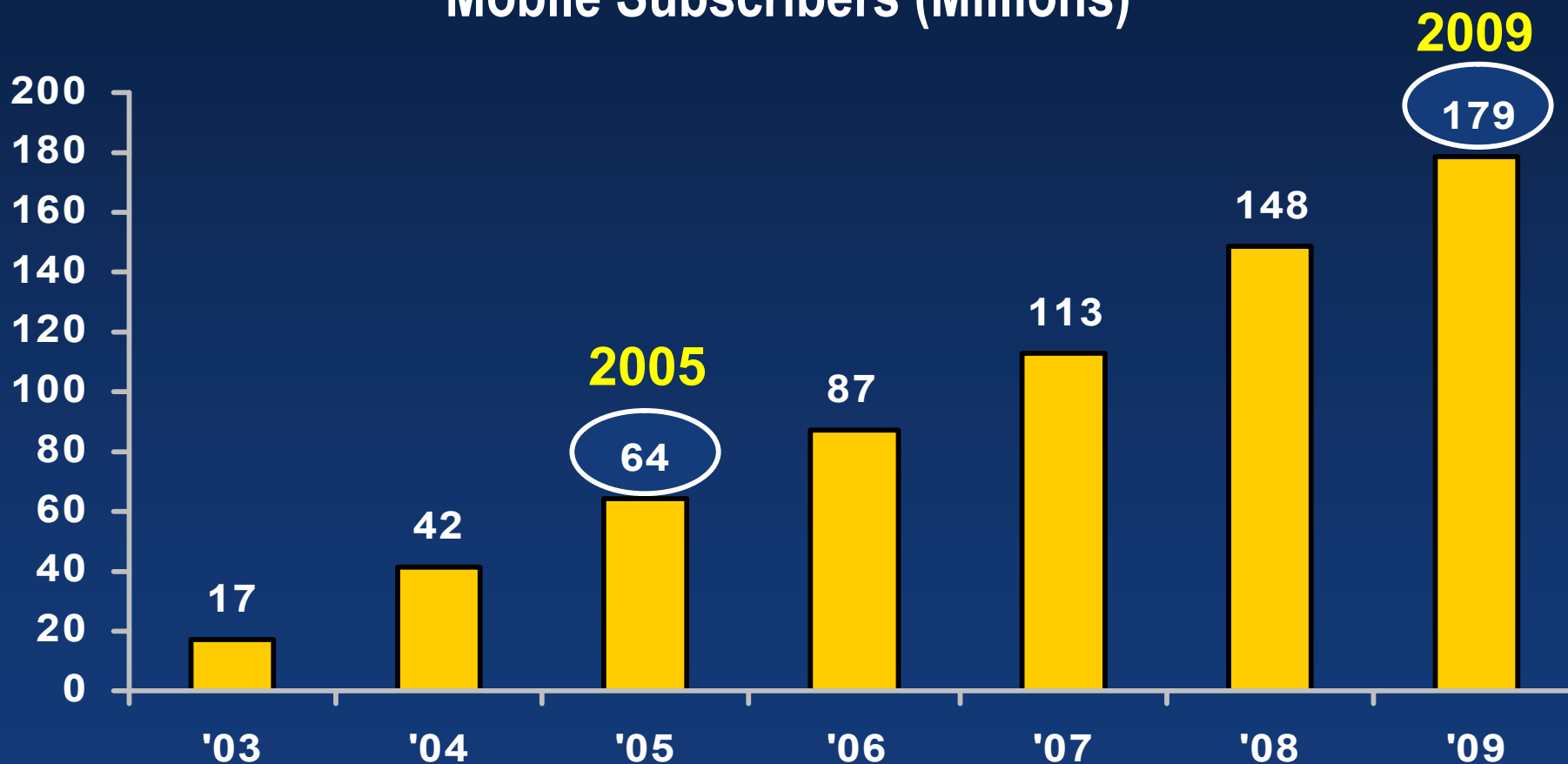


Source: MII, ADI



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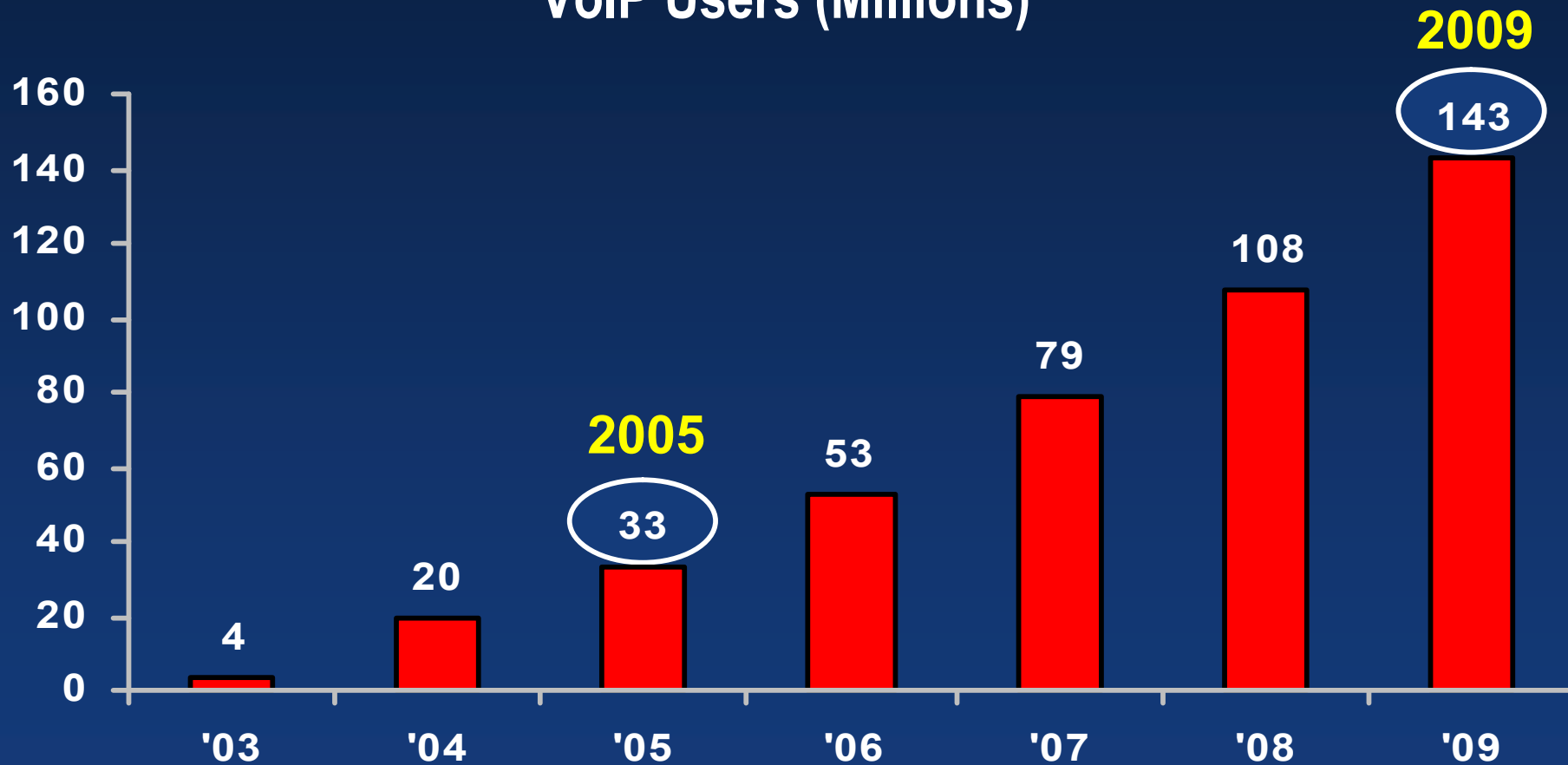


Source: MII, ADI



# VoIP – Significant Opportunities

VoIP Users (Millions)

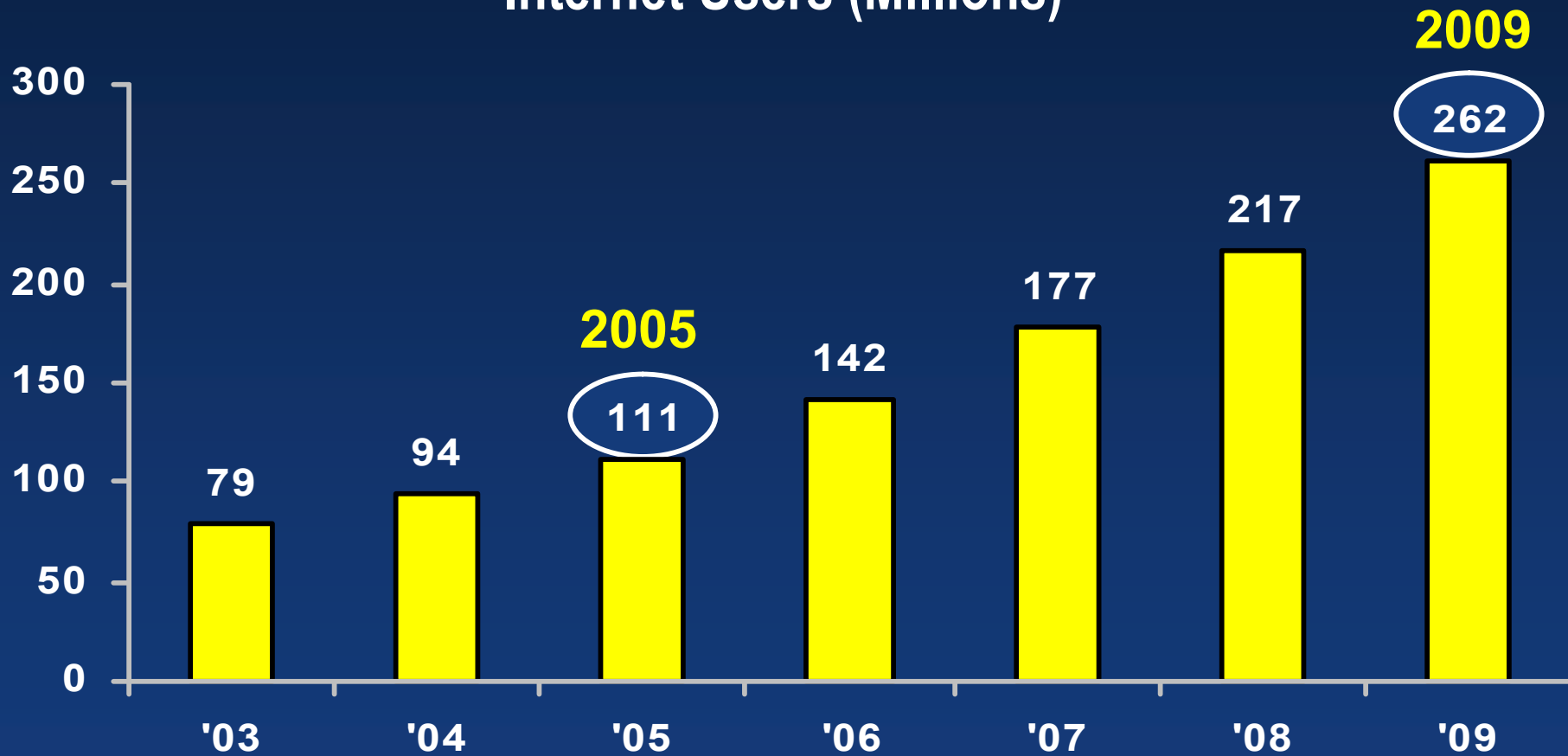


Source: MII, ADI



# Internet – Significant Opportunities

Internet Users (Millions)



Source: MII, ADI



## Challenges for Start-up Vendors

- China technology market is a hypercompetitive, volume play
- Local technical support is required by customers and business partners
- Long sales and partnership development cycles
- Relationships throughout value chain are critical
- Customers prefer to source from large vendors and SIs
- Qualifying projects and partners from overseas is difficult
- Fragmented market requires multiple partners
- Language and cultural challenges exist



## Value Chain/Business Partner Network

Effectively addressing the China Market requires having a network of **leading Customers and Business Partners**

- Service Providers
- Sales Channels
- System Integrators
- China Equipment Vendors
- Foreign Equipment Vendors
- Application Developers
- Technical Support Services
- Agents & Brokers
- Government Agencies
- Licensing Departments
- Media & Marketing Firms
- Supply Chain Firms





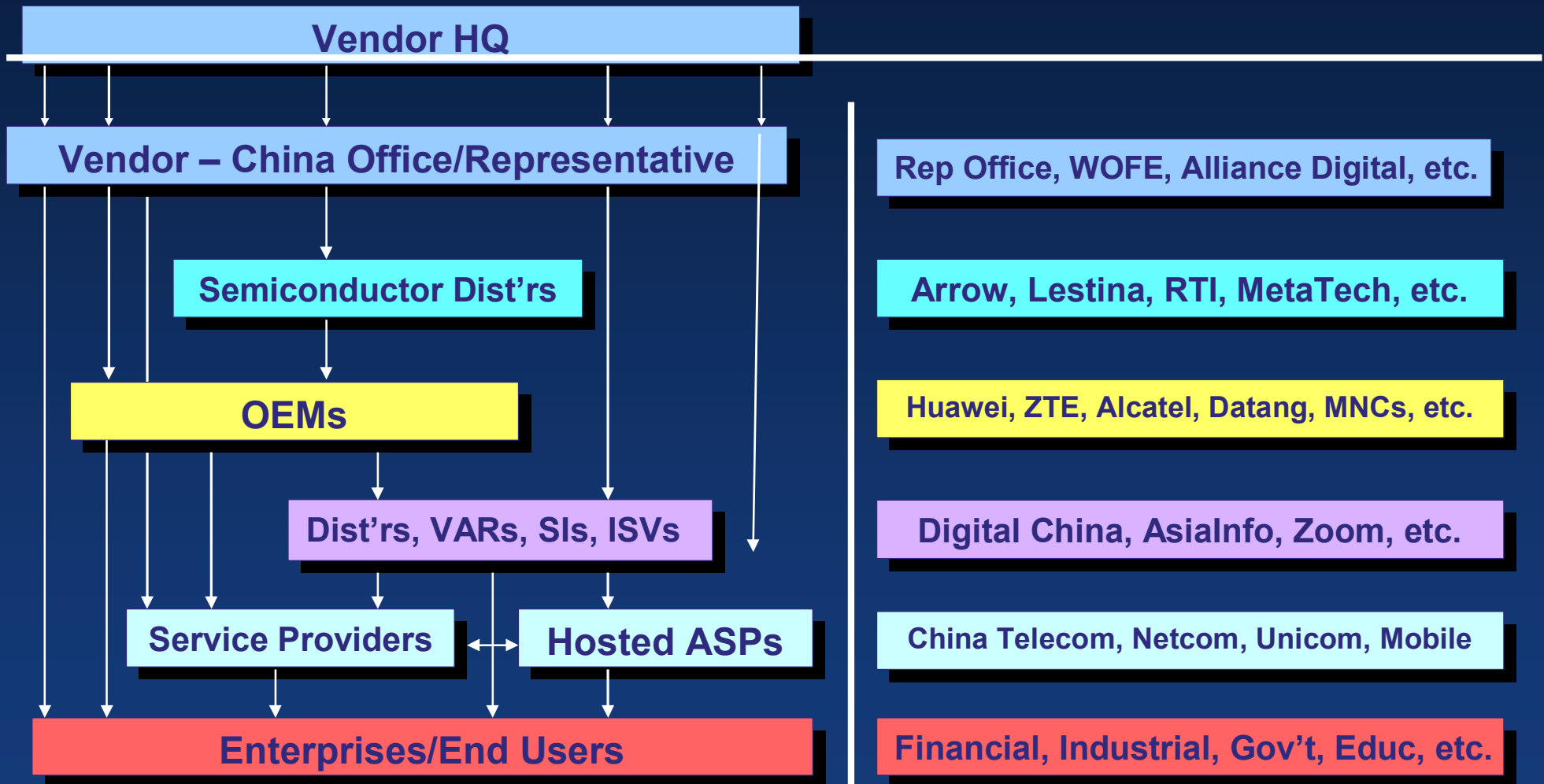
## China Partnership Models

- Reseller/Distributor/Systems Integrator Partnerships
- OEM/Private Label Partnerships
- Research & Development Outsourcing/Offshoring (90:10)
- Revenue Sharing/Hosted ASP (especially Wireless and IP applications)
- Technology Licensing
- Comprehensive Alliance/Joint Venture
  - License leading foreign technology, perform joint R&D, China as global supply base
  - China brand for local/regional markets, foreign brand for global markets, leverage parties' sales/service channels
  - 3Com-Huawei, Siemens-Bird, Thomson-TCL, others





# China Distribution Overview





## Some Topics We Will Be Covering

- How to overcome the hurdles of being a startup when selling to your customers
- Strategies for partnering success
- Selling to large corporations
- Building the right sales channels
- Realizing repeatable sales
- Lessons learned and insights
- Q & A



## Panelists

BRIAN CHIANG

Managing Director

WALDEN INTERNATIONAL

DAVID SULLIVAN

Managing Director & CEO

ALLIANCE DIGITAL

PAUL SHIEH

VP Technology Development & GM

STARNET NETWORKS

SHAOFAN WU

Party Secretary of Hainan Branch &

former GM of Corporate Business

Dept.

CHINA UNICOM