

Sales Innovation.io

Bridging markets to grow your business

Aug 2023



About Us

- ▶ Unlock the power of the Asia Pacific market for the expansion of your enterprise software business.
- ▶ We specialise in B2B Software sales in the region, leveraging our extensive network of experienced sales teams on a 'Sales as a Service' model to optimise cost for your market entry.
- ▶ Our proven track record in setting up, building and growing enterprise software businesses in the region makes us your ideal partner. We manage the market complexities, so you don't have to.



Our Mission & Vision

► Mission

To provide exceptional and accessible sales expertise to transformative software companies expanding beyond their geographies.

► Vision

A global leader in connecting Asia Pacific with the world, bringing innovative software solutions to markets to create a more connected, prosperous, and sustainable future.



We Understand the Problem

“It is clear to most in the software and technology community that the days of growth at any cost are behind us, at least for now. Of course, growth is still important—it remains one of the most important factors in valuation, access to capital, and shareholder return, as well as the ability to attract top talent...These investors and operators view sustainable growth as the leading indicator of a software company’s overall health and potential.”

(McKinsey Report on <\$100M Rev Companies - Grow Fast or Die)

- A high rate of growth is expected as it impacts valuation, access to capital, and ability to attract top talent. However, **growth is not enough**.
- Investors are increasingly demanding growth with evidence of a path to **profitability**.



Challenges for companies entering Asia Pacific:

- How do we expand our market presence and increase our revenue in a sustainable way?
- How do we enter big markets like Asia Pacific without pouring in a lot of time and investments?
- How do we generate returns on our SaaS sales investments in Asia Pacific as quickly as possible?
- How do we minimise our potential exposure to operational, financial and commercial risks?

Asia Pacific Puzzle

Government Support

Finding and taking advantage of Government programs assisting foreign businesses in setting up a presence in each country.

Regulations & Compliance

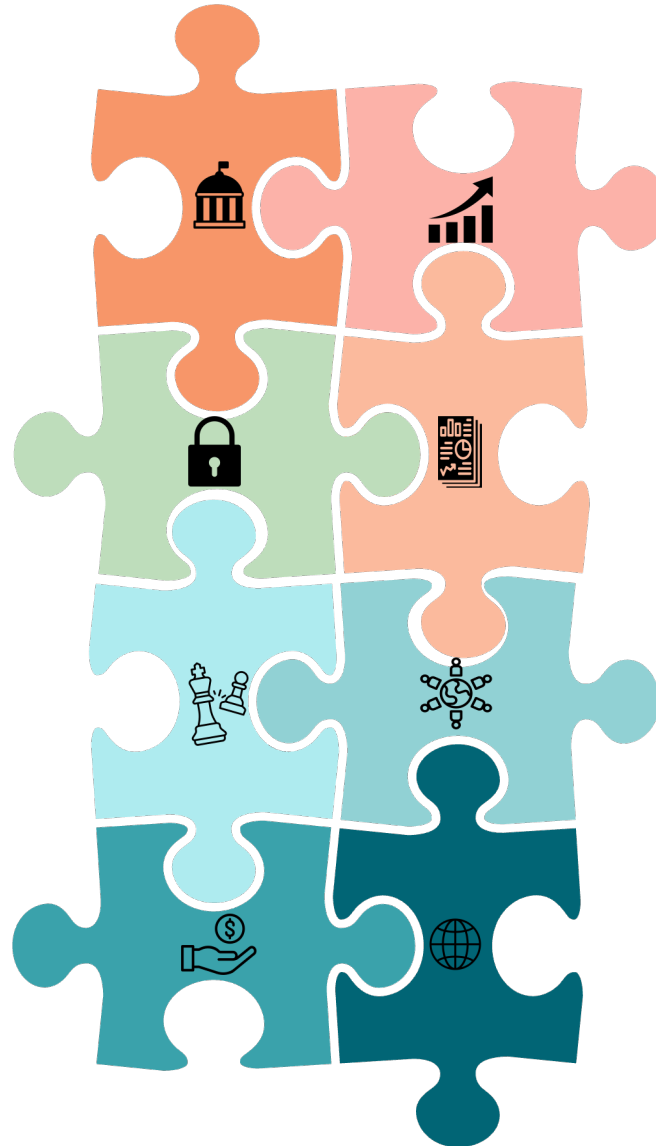
Different laws & governance of technological solutions. Data Residency, Data Privacy challenges.

Competition

Competition for customer wallet share is extremely high with both global and local competitors (including copycats).

Cost of Doing Business

Developed sub-regions of Asia Pacific such as Singapore, Australia, and Hong Kong are expensive to set up and run.



Growth

The fastest growing region with dynamic shifts happening quickly. High appetite for new technology. Establishing an early presence is extremely important, otherwise you can lose out entire markets.

Commercial Challenges

Time to market is longer. 20% on average longer sales cycles, 15% higher cost of sales and higher churn rates of enterprise software.

Cultural Differences

Different languages and currencies, local customs and business practices. Most have relationship-oriented cultures where trust is important.

Geography

40 countries. Selecting the right markets at the right time is important for the right growth trajectory.

Asia Pacific Opportunity

Regional Statistics

- 4.7 Billion People (60% world population).
- 40 Countries.
- 37% of Global GDP (42% by 2040).
- Auckland to Mumbai is 12,300 km and takes over 17 hours of flight travel.
- Home to the fastest-growing population of digital natives.



Opportunities

- High software demand.
- Asia Pacific software market is valued at USD 113.2B (19% of global) and is the fastest growing regional segment with a CAGR of 15.1%.
- 8-12 years ahead of the West in technology adoption. (Quoted by Citibank in Straits Times, 2 Jul 2023)

The Solution

Sales Innovation.io's Sales as a Service

- ▶ We grow your market presence in Asia Pacific with a small initial investment from you, only requiring minimal effort and time from your teams.
- ▶ You can incrementally increase investment in the Asia Pacific region as we grow your revenue and customers to ensure your growth is sustainable.
- ▶ We represent your interests in this region so that you can focus your efforts on your core markets for direct expansion until you are ready to focus on Asia Pacific. This ensures you don't lose out on the total addressable market to competitors whilst minimising other risks.
- ▶ We help you establish a long-term presence in Asia Pacific by providing you with all the resources and support you need to become independent.
- ▶ We work with you to sell your services (not ours) because our focus is only on selling your products and ensure their successful adoption.
- ▶ We continue to partner with you in the region with access to ongoing C-suite skills, sales management, training, recruitment, M&A advisory and more...



Our Collective Achievements



Managed Teams from
10 to 1700+ People



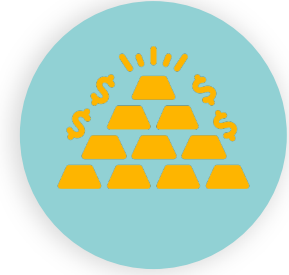
Grew Inside Sales
to 160M in 3 Years



Largest Software
Deal Won at 41M



Over 700 Sales
Quarters Closed



Managed 1.2
Billion in Revenue



Operated in 21
Countries across
Asia Pacific



Grown Over 30
Software Companies
in APJ



Sold to over 800
End User
Organisations



Relationships with the
region's key
organisations



Localised Solutions
into 10 Local
Languages

...and we've collectively sold to 100's of Tier 1 and Tier 2 organisations and 1000s of contacts at Board, Executive, Technical and End-User levels across Asia Pacific Region.

Experienced Leaders in Asia Pacific



Yujin Lee
CEO

- **Unit 4**, Regional President, Asia Pacific
- **Software AG**, Regional Director
- **Dell**, GM, Southeast Asia
- **Teradata**, Solution Sales Specialist, Singapore
- **HP**, Head of Infra to Application, APJ
- **Oracle Corporation**, Director, Technology Sales, Korea



Nick Evered
COO

- **SAP/Concur**, SVP & GM, Asia Pacific
- **Compuware**, Regional VP, Asia Pacific
- **Oracle Corporation**, SVP, Technology Sales, APAC
- **Fujitsu Australia Ltd**, Head of Business Consulting
- **KPMG**, KPMG Solutions
- **Australian Public Service**



Paul Muller
GM, ANZ

- **DataBench**, CEO/MD/Board Advisor
- **Nuix**, Regional CEO
- **VMware**, Executive GM, ANZ
- **SAP**, VP & GM Platform Solutions ANZ
- **Oracle ANZ & APAC**, Senior Director, Technology



Jeff Lam
GM, Greater China

- **SAP/Concur**, MD, Greater China
- **Oracle**, GM, HSGBU
- **Infor**, MD, Greater China
- **Adobe**, MD, Greater China
- **Oracle**, VP, Tech, Greater China
- **Silicon Graphics**, MD, Greater China



Terry Burgess
GM, Cybersecurity & ASEAN

- **Protegrity**, GM, APJ
- **SailPoint**, VP, APJ
- **Dell Software**, Regional Director, End Point Solutions
- **VMware**, Regional Sales Manager, ANZ
- **Attachmate**, Regional Sales Manager, APJ
- **Lancia** – Non-Exec Director



Tony Feghali, Ph.D.
BD Partner, Middle East

- **Nurve Partners**, Principal
- **Stars of Science**, Innovation Coach
- **Aimee Bio**, Founder & CEO
- **The Council: Leadership Academy**, Board of Advisors
- **White Mountain Technologies**, CEO



Barry Long
VP, North America
(Financial Solution Specialist)

- **Property Meld**, VP of Sales & Growth
- **SAP**, Head of Global Accounts, APAC
- **Concur**, VP, Software Engineering, Director, SaaS Implementation

Joe Nash, Funding Advisor

- **Dion Global Solutions**, President, LATAM, Mergers & Acquisitions
CEO, Broking & Wealth Solutions



LT Tan, Tech Solution Lead

- **HVR**, Chief Technologist, APAC
- **Quest**, Chief Technologist, Solution architect
- **Dell Software**, Principal Solutions Architect



Dev Nath, VP, Customer Success

- **Unit4**, Head of PS & Head of Customer Success
- **Oracle**, Senior Director, Customer Success, ERP/Infra Cloud Platform



Sales Innovation Model

Continuous Innovation

Strategic partnership that integrates your needs in the sales innovation process to better serve you.



Customer Insights

Complete transparency in customer information with analytics optimised to provide customer insights and buying behaviours for you.



Shared Sales Resources

The benefits of shared resourcing: Optimised use of highly skilled sales pool without the high price tag.

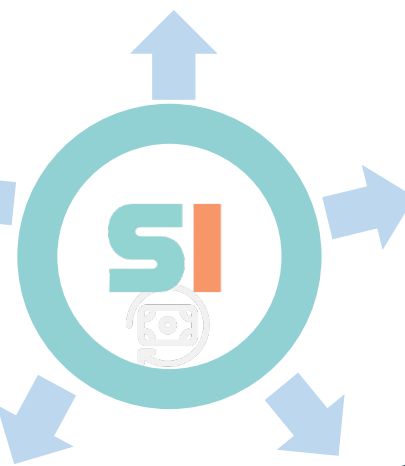
Customised Solutions

Services that are modular and can be tailored to meet your needs.

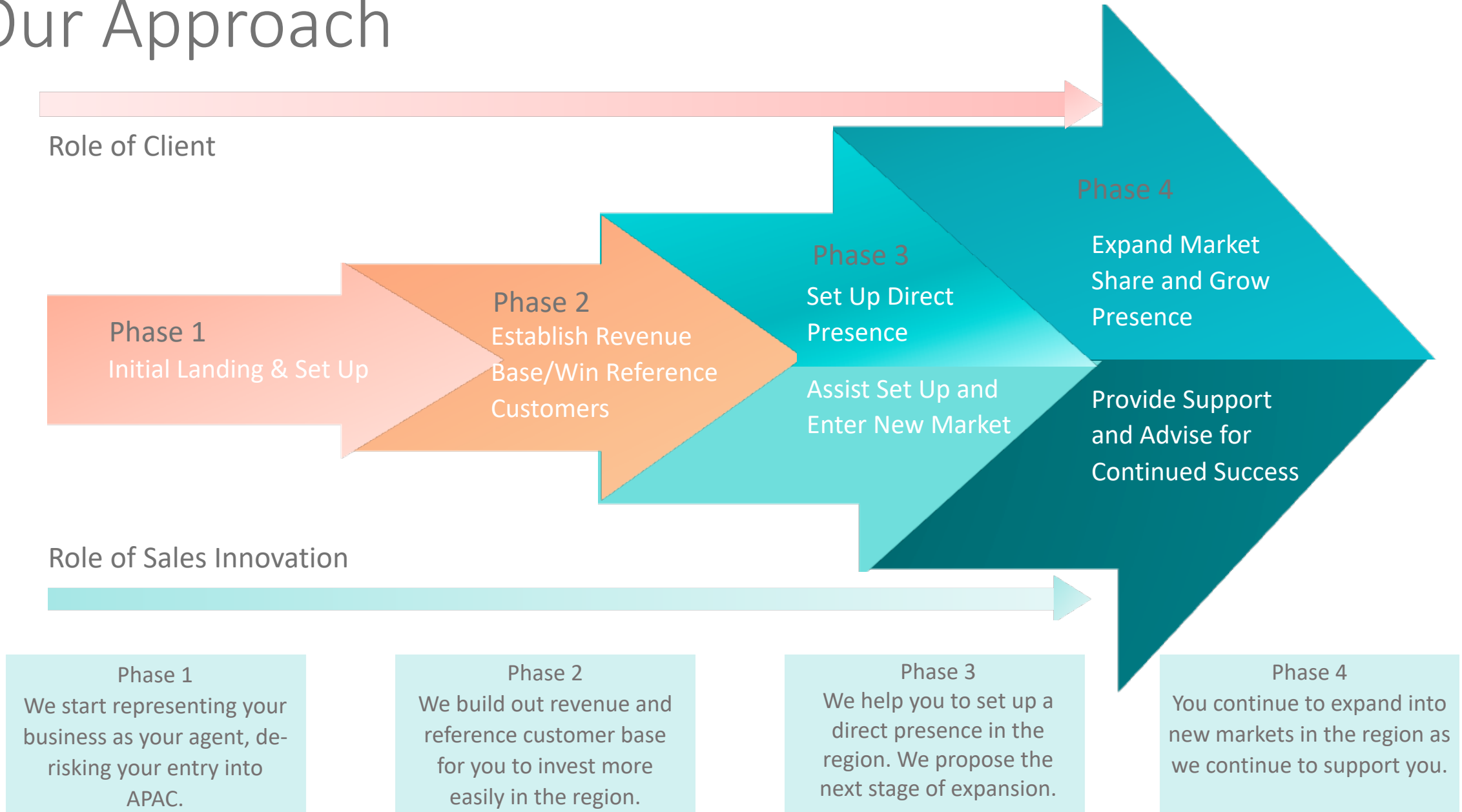


Subscription based Payments

Pay only for the services you use with the ability to cancel with notice. No risk of long-term lock-ins.



Our Approach



Representative Engagement Roadmap

Sales Innovation Roles & Responsibilities

- Marketing/Lead Gen
- Sales
- Presales
- Sales Management
- Customer Care (Renewals & 1st Line support)



- Remote Tech Presales Support

- Marketing/Lead Gen
- Sales
- Sales Management
- Customer Care (Renewals & 1st Line Support)



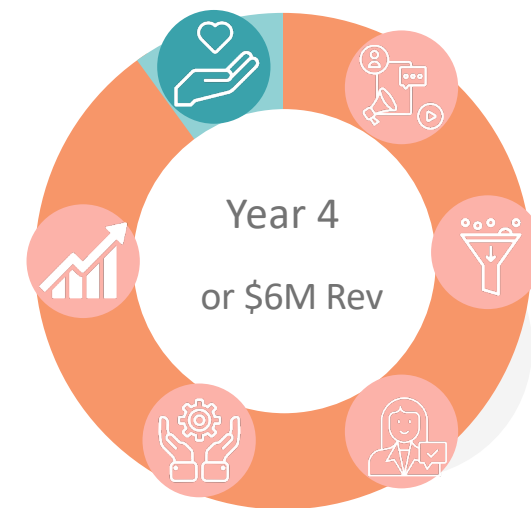
- In-Region Pre & Post Tech Support

- Lead Gen
- Sales
- Customer care



- Sales Management
- Marketing
- Pre & Post Tech Support

- Next Location
- Advisory and Ongoing customer care



- Full Operations

Client Roles & Responsibilities

Our Services

Market Assessment

Get insights into the market landscape, identify growth opportunities, and develop winning strategies for your success.



Integrated "Demand to Close" Centre

A well-integrated demand centre encompassing Marketing, Business Development and Sales.

Enterprise Sales as a Service

Top sales talent, proven in the market, to help drive large enterprise deals to successful wins.



Sales Mgmt as a Service

Provide Executive management oversight to your existing sales teams to advise, mentor, and lead within time zone.

Customer Success as a Service

Help your customers to adopt your solution with ease. We can provide 1st level support to ensure customers have local time zone support.



Services for Company Set Up

All necessary work for company set up, legal, HR, payroll for your overseas staff.

Strategic JV, M&A and Partnership Consulting

Gain access to funding through Angel, VC, or PE equity, as well as other partnership opportunities.



Our Value vs The Traditional Channels

Comparison	Sales Innovation.io	Resell Partners	Distributors
# Vendors Represented	Focus/Selected Few	Many	Multiple
Business Practice Exposure	Less Likely	More Likely	More Likely
Value Add	Core Focus	Some What	Little
Market Approach	Market Maker	Market Taker	Order Takers
Build Vendor Local Presence	Core Focus	Not in interest	Not in interest
Build Enterprise Opportunities	Core Focus	Unable to invest	Unable to invest
Focus on Post Sales/Customer Sat	Core Focus	Less Interest	Low Interest
Level of Talent and Experience	High	Medium	Low
Focus on Volume	Low but High Value	Quick turnover	Quick turnover
Control and Focus on Downstream	High	No Interest	Low/No Interest
Investment Cycle - Short/Med/Long Term	Med/Low/Low	Low/Med/Med	Low/Med/Med

Advantages of Partnering with Us

- 01 Full APAC-Wide Coverage
- 02 Deep Market Knowledge
- 03 Sales Excellence
- 04 Expansive Talent Pool
- 05 Technical Depth and Breadth
- 06 Efficient Demand Generation Engine
- 07 Direct Customer Relationship
- 07 Extensive Partner Ecosystem

Contact Us



Email: admin@salesinnovation.io

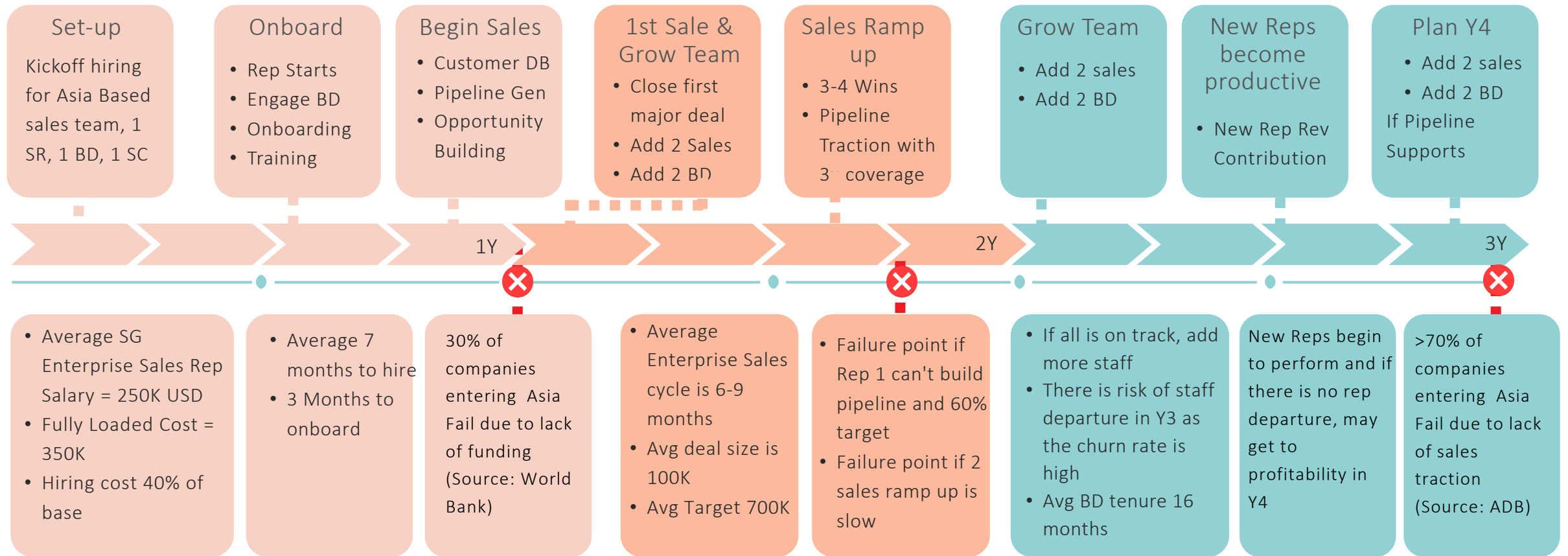
Visit: salesinnovation.io

linkedin.com/company/salesinnovation-io

Appendix



Asia Pacific Landing & Failure Points



Your Journey with Sales Innovation.io - Example

