



JAPAN – THE DATING GAME

1989

SONY



INTRALINK

- Founded in 1990
- 60 full-time people located in offices in China, Japan, Korea, Taiwan, Europe and USA
- Business Development, Consulting and Representation services for western companies expanding into East Asia
- Over 500 assignments successfully delivered for MNCs, SMEs and government agencies



PARTNER

?

AGENT/REP

?

AGENT/REP

Joint
Development

?

AGENT/REP

Joint
Development

?

License/
Franchise

AGENT/REP

Joint
Development

?

License/
Franchise

VAR / SI

AGENT/REP

Joint
Development

?

DISTRIBUTOR

License/
Franchise

VAR / SI



SHE SAYS



- THEY CANT SPEAK ENGLISH!
- THEY DON'T UNDERSTAND MY PRODUCT!
- THEY DON'T TELL US WHAT'S GOING ON!
- THEY DON'T OPERATE OUTSIDE EXISTING NETWORK!

HE SAYS

- THE PRODUCT DOESN'T WORK PROPERLY!
- TECHNICAL SUPPORT IS POOR!
- THEY'RE TOO IMPATIENT!
- THEY DON'T UNDERSTAND JAPAN!



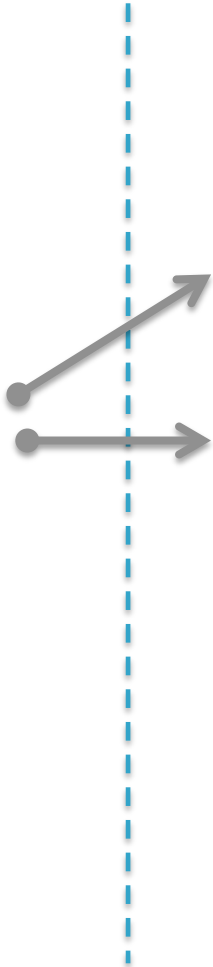
CASE STUDY

- UK MANUFACTURER OF SYSTEMS FOR COMMAND & CONTROL
- 2012 REVENUES < \$50K
- 2 PARTNERS
 - PARTNER A
(SPECIALIST - 4 STAFF)
 - PARTNER B
(LARGE PORTFOLIO
30 STAFF)



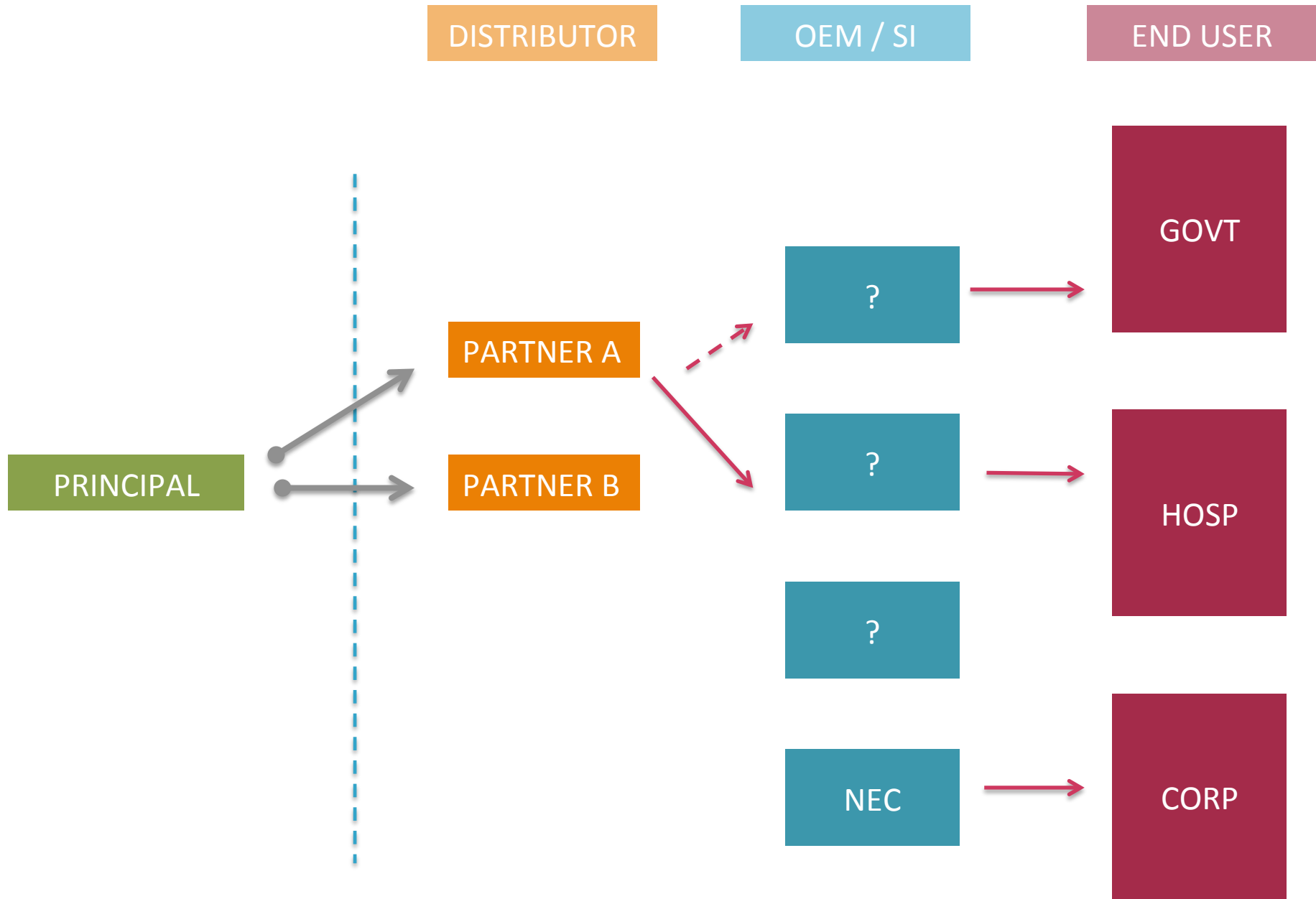
DISTRIBUTOR

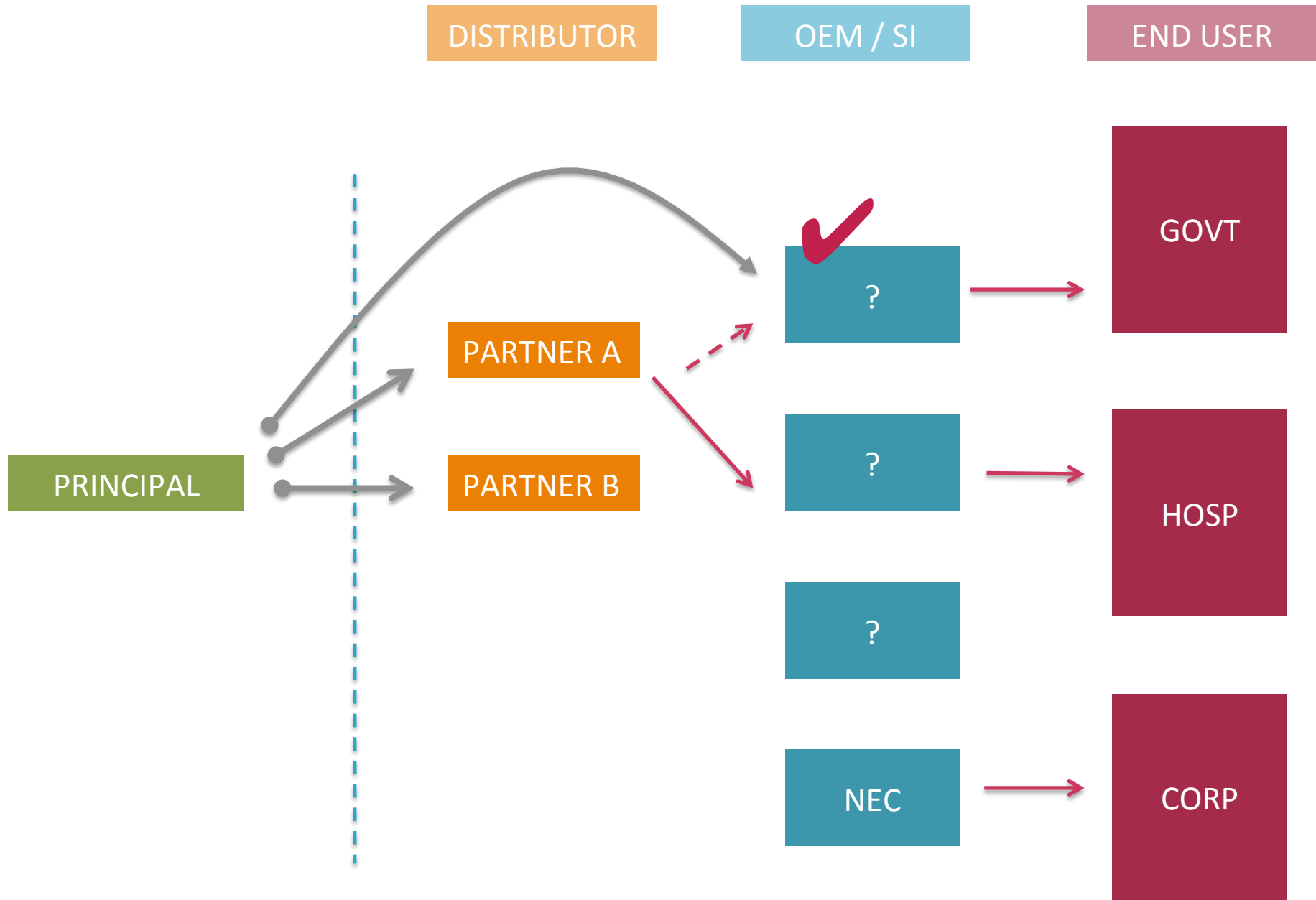
PRINCIPAL

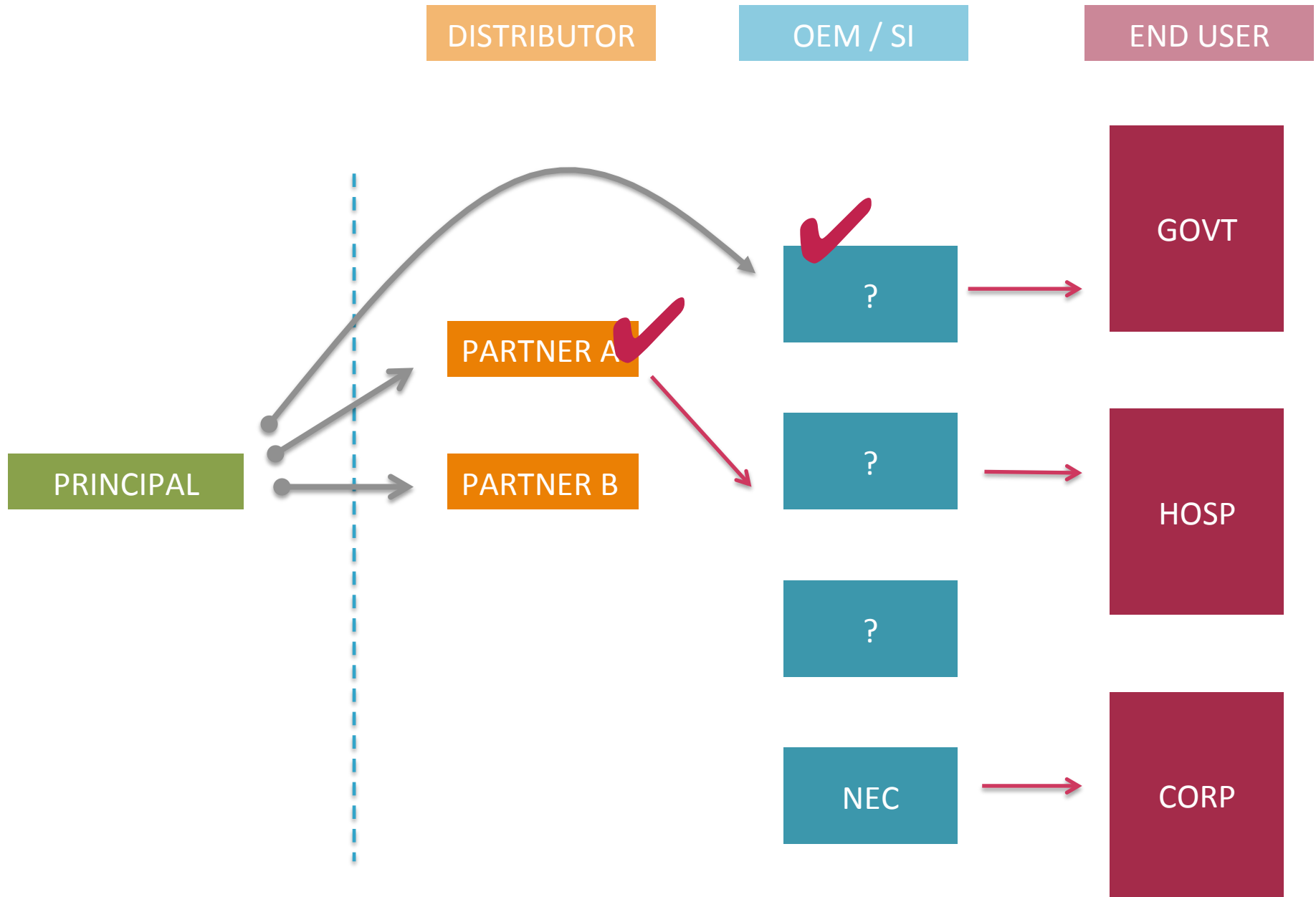


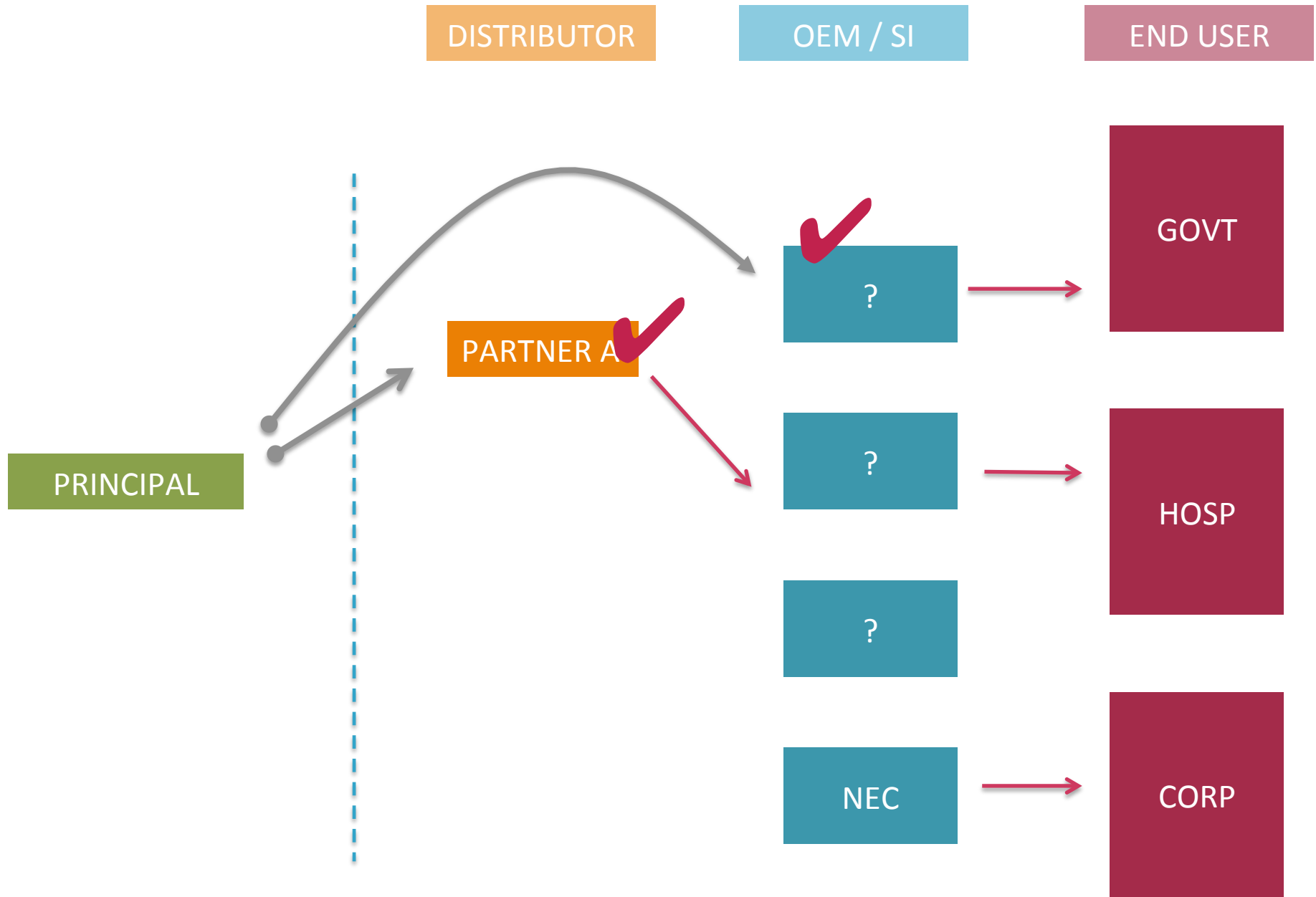
PARTNER A

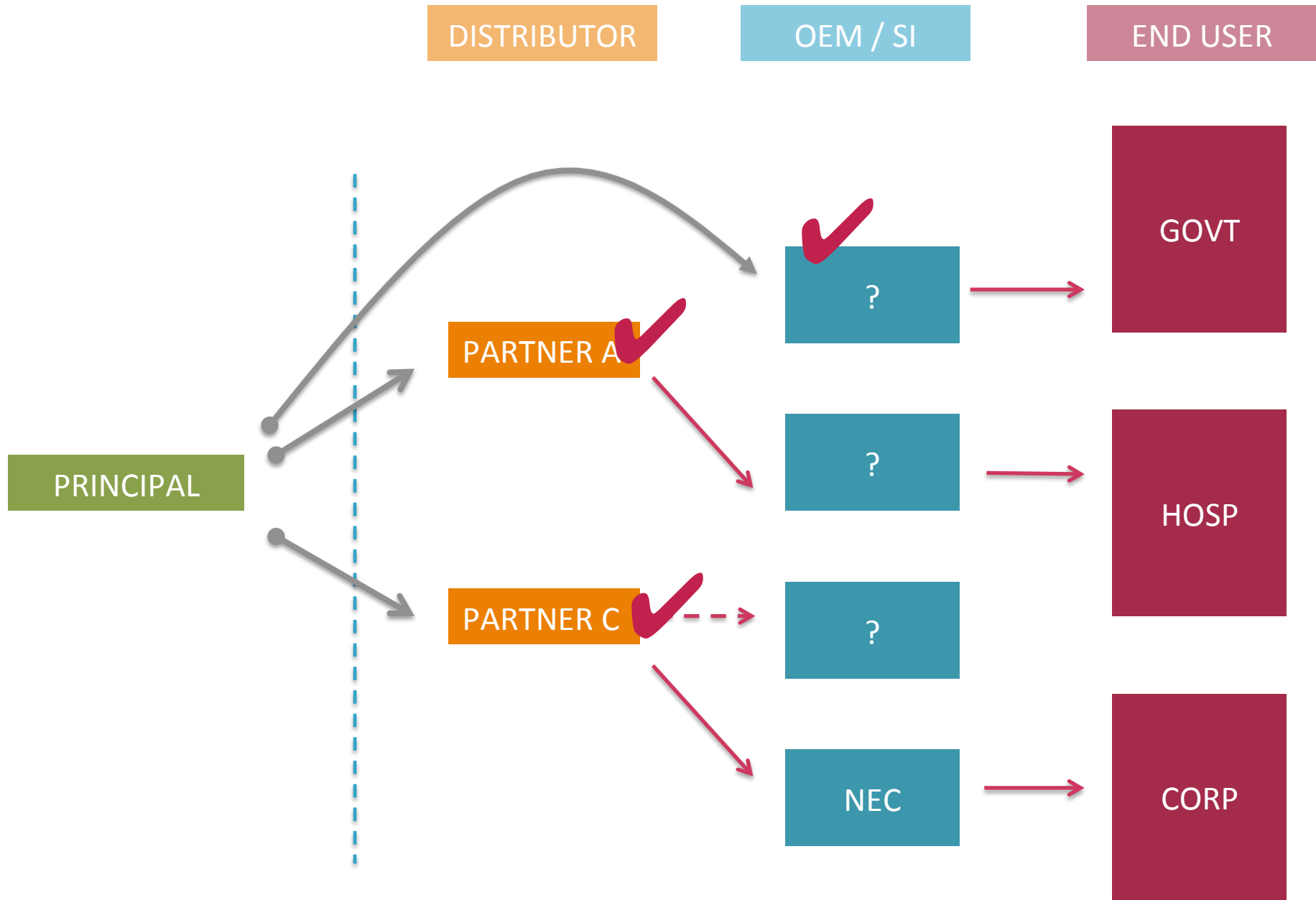
PARTNER B







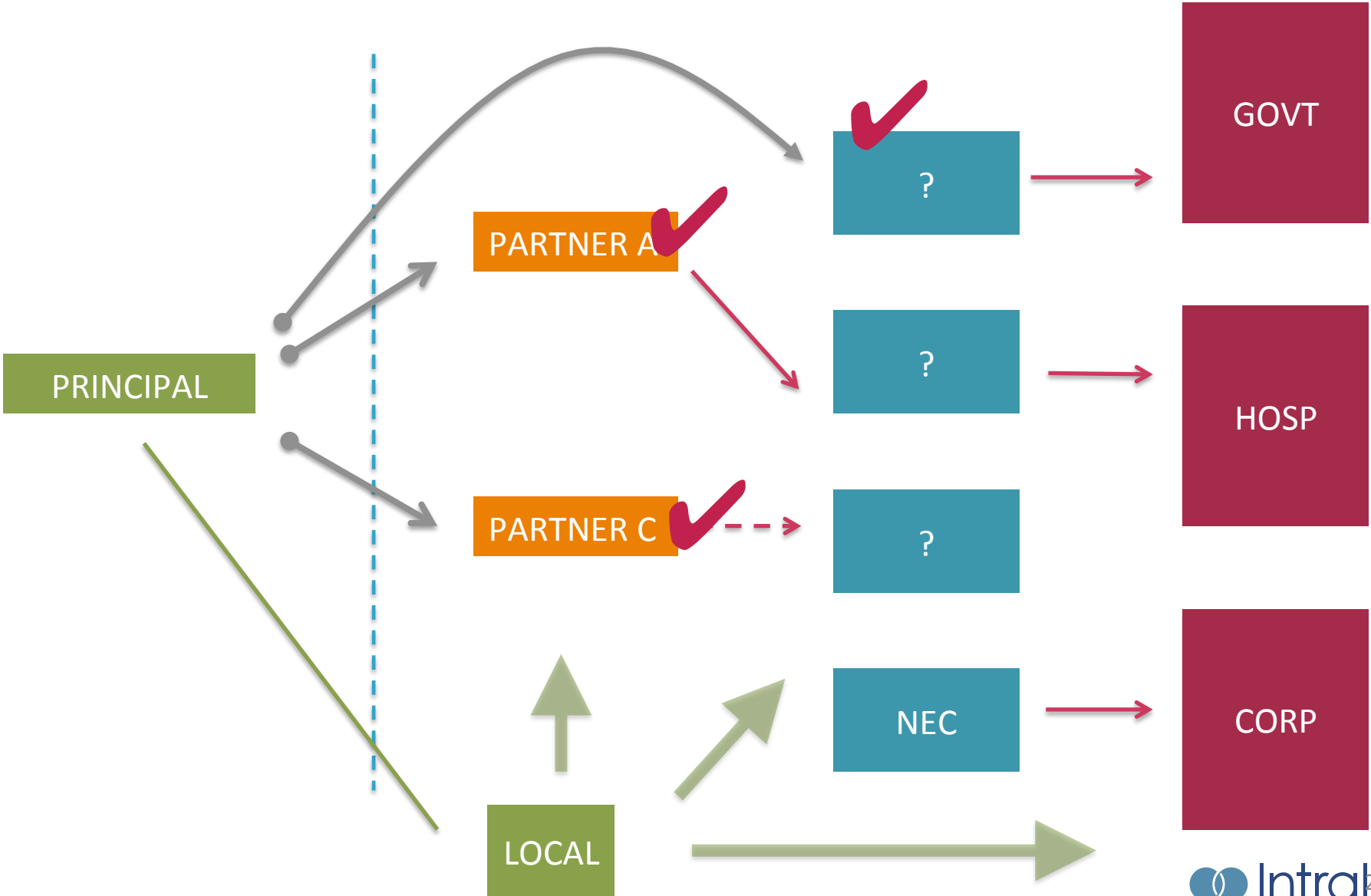




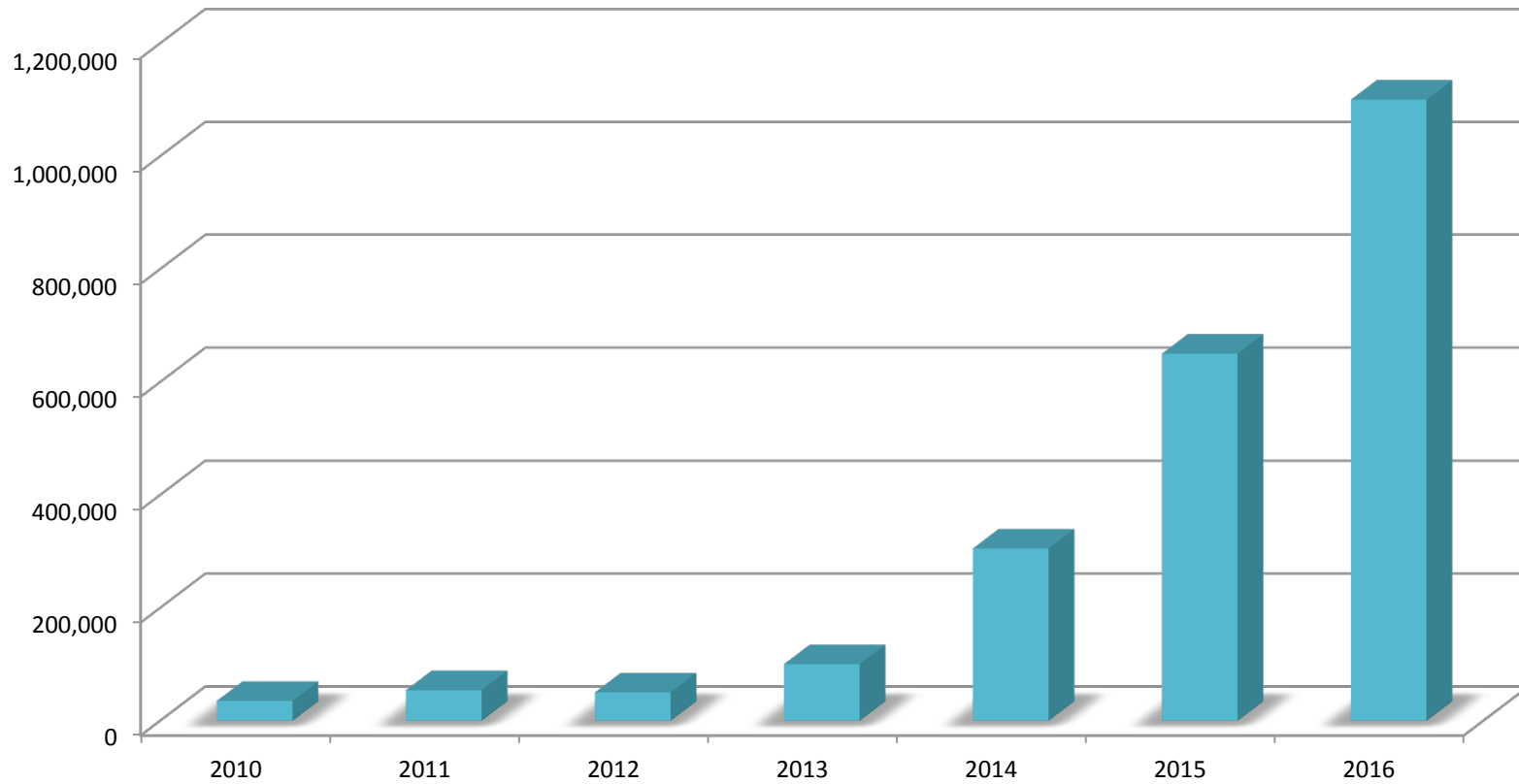
DISTRIBUTOR

OEM / SI

END USER



Sales \$





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