



business  
development  
germany

# SOFTWARE & IT

## CASE STUDIES

**CASE STUDY****Romanian Software Developer**

Assisting with contacting and trade fair support

The Romanian software developer does classic near shore development and has been successful with Italian clients. Now a presence on the CeBit in Hannover was planned and BDG was asked to assist and organize meetings.

**APPROACH:**

Market and target group review and intense discussion with client about target groups and sales message.

**»SPECIAL CHALLENGES«**

Very short time was available – the project faced considerable time pressures.

**RESULTS:**

- Handouts were developed that were suitable for the decided target groups.
- Target lists were created and good targets were selected and pre-reviewed.
- An intense contacting process was conducted within 2 weeks and all targets were professionally contacted.
- The company had 8 meetings on the trade fair and was able to work further with these opportunities.

**CASE STUDY****Huge financial player entering Berlin**

A big player in the field of online trading wished to start up operations in Berlin. The company has more than 760 Mio. USD turnover and provides diverse tools for trading online.

**APPROACH:**

We assisted with general advice on how to start in Berlin and special advice on how to employ the first people.

**RESULTS:**

- The first important employee was installed.
- A branch was implemented.
- An office solution was found.
- Operations could begin.



**CASE STUDY****Software Security Provider from Dubai**

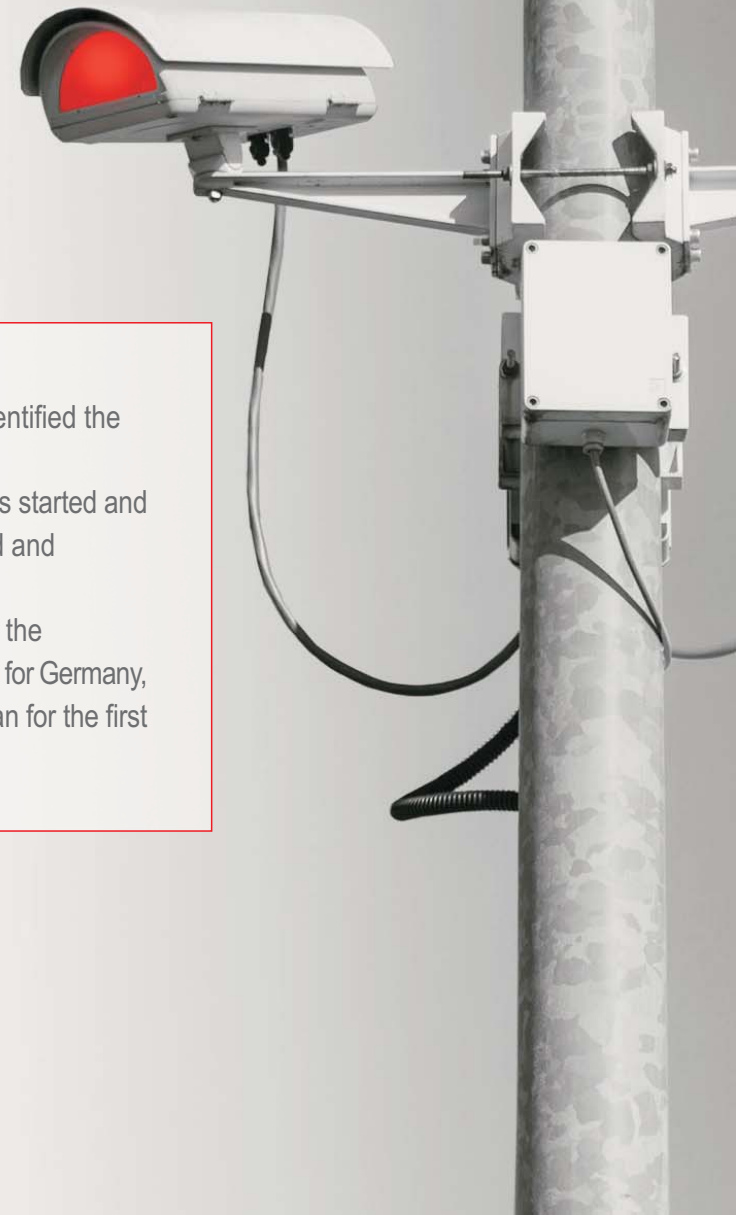
Highly specialized IT security expert started up business in Germany. Highly profiled company, present on trade fairs and events all over the world and counting governments to its clients.

**APPROACH:**

The client wished thorough planning of several elements. We chose to put everything together in one condensed document; the new business plan for Germany.

**RESULTS:**

- We interviewed the client and identified the cornerstones of investigation.
- Upon this the research phase was started and many complex topics were found and thoroughly analyzed.
- All findings were condensed in the comprehensive new business plan for Germany, which included a whole action plan for the first 36 months of operations.



**CASE STUDY**

## Spanish Software Developer

Small, Spanish start-up approaching German companies.

### APPROACH:

Preparation of entering the German market with workshop in Spain, sales process and direct and pragmatic marketing tools.

### »SPECIAL CHALLENGES«

Many German companies are tired of approaches of nearshore offerings...

### RESULTS:

- Strategic workshop held in Spain in order to decide on strategy, but also to extrapolate the strengths of the company.
- Creation of German marketing tools and identification of suitable trade fairs and business events to aVend.
- Contacting of targets in the German market and achieving the first client relationship within a few months.

**CASE STUDY****Telecommunication**

from Slovenia

**APPROACH:**

Analyzing the market and its needs, testing and validating the developed sales approaches and then starting into the market.

**»SPECIAL CHALLENGES«**

In Germany there are already many solutions and it is extremely difficult to introduce new products and solutions in this field.

**RESULTS:**

- Workshop in Slovenia
- Thorough market analysis
- Identification of 50+ partners
- Marketing update
- 5 companies were shortlisted as interested parties!

**CASE STUDY****Digital Solution Provider from India  
Compliance & Strategy for German entity**

Big Indian software- and IT-company already had a legal entity in Germany, but many questions and issues with their further development of it.

**APPROACH:**

Thorough analysis of their status quo and several Skype meetings to go through all details including involvement of legal team, payroll topics, strategy, bookkeeping and much more.

**RESULTS:**

- Identification of weaknesses in the organization
- Definition of changed goals and small roadmap
- Formal correspondence with German authorities
- Change of external tax, legal and payroll capacities
- Oversight of all compliance questions and guidance and ongoing controlling
- Strategic advise

## CASE STUDY

### Italian Marketing & IT Agency

expanding in Berlin

The young marketing company specializing in web services had been successful in Italy and now wished to start a new German company in Berlin from the ground.

#### APPROACH:

Thorough initial consultancy about the objectives and the strategic alternatives and possibilities. Clear definition of a road-map and creation of implementation plan.

#### »SPECIAL CHALLENGES«

Low budget available and high degree of flexibility necessary.

#### RESULTS:

The company was planned, incorporated and started with the help of the BDG team. Complete incorporation process including Tax-No., bank account etc. Identification of suitable partners, offices and ongoing payroll and tax services. Assistance with agreements, authorities and ongoing support in all occurring matters.

