

Winning Globally: Right From The *Start*
What US Companies Want From Offshore Technology Companies
By Mark R. McNulty with grateful assistance from Jackie Bassett



In today's Digital World, the era of digitized information, every global company is in the business of speed. Those companies that can deliver what customers want, first, have a quantum leap advantage over the competition. The financial rewards of first-to-market success for offshore companies can be measured in significantly increased revenues, higher margins, better cash flows and stronger market valuations.

Globalization is providing access to an unprecedented number of product and services choices. The customer is driving again and that means companies must deliver a level of innovation and collaboration that they've never had to before.

According to Gartner analyst Steve Prentice, innovation is now coming from the consumer and their favorite technologies. "Consumers are in charge. They are driving the specifications of technology. They are driving disruption and changing the balance of power," he notes.

In the confusion of an increasingly fragmented marketplace, where the balance of power has changed one rule of business remains very clear to every global executive. If they can't meet customer's needs they will lose to a company who can. Customers now have a world of choices over what they buy, when they buy it and how they want it delivered.

Orchestrating the right business deals with the right customers for your products and services that deliver what those customers want, profitably, and making it easier for customers to buy on a global basis requires the level of focus and agility only an outsourced subject matter expert can provide.

With a quantum leap advantage at stake, failure is not an option. Traversing the rapids that all multinationals can expect when entering a new market means hiring only the best business development executive who has a proven track record of closing major alliances, accelerating sales growth and raising capital.

While an in-house executive might put a technology deal together for your offshore company, only the best outsourced business development executive is capable of successfully orchestrating the mega deals, the deals that matter – at the speed of business.

Korea-based LG Electronics is recognized today as a market leader in India, but getting there has required a "will to succeed," according to Yasho V. Verma, who has been director of human resources and management at LG Electronics.

Access to superior competency is the single greatest motivator for outsourcing global business development services. Chief Connection Officer offers a degree of sophistication and success in global business development that in-house specialists inherently cannot match.

Accelerate Revenues – Right From The Start

Signing contracts with low-volume, nonstrategic customers or ineffective partners drain corporate resources and could cause a company to miss a market.

As subject matter expert, Chief Connection Officer can identify and negotiate contracts with the right partners that can accelerate revenues right from the start. Choosing the right strategic customers can significantly enhance an offshore company's market valuation.

To quote Rudy Provoost CEO of Philips Lighting,

“Technologies are just a vehicle to respond to needs and come up with absolutely brilliant solutions and applications. It's about connecting with the world and working with the right partners”

Rudy Provoost CEO, Philips Lighting

US companies have very specific needs that they are looking for offshore technology companies to fill. Offering emerging technologies alone won't guarantee sufficient product sales for the offshore company. US companies are demanding an entirely new level of sophistication from these product vendors and services companies. Success means understanding how to put the best solution in place.

For example, due to the many challenges of how nascent the market is, in many cases a mega deal commands a hybrid approach consisting of a US firm and two or more Chinese firms acting in partnership. It also requires that the right process be in place to manage the product through the invariable issues that come up on a day-to-day basis.

Additionally, speed to market pressures on the leading fast growth US companies demand that offshore companies accelerate the time it takes to find the right US companies for their products and services – or lose to a competitor who fills their need first, even if the product or service itself is of inferior quality. Offshore companies can no longer afford the extended sales cycles of prospecting. They need to quickly identify and reach those US companies that are already looking for their product.

Solutions For Successful Business Development Programs

CLIENT'S GOAL IS :	OPTIONS AVAILABLE :	WITH THIS RESULT :
Market Entry and First-to-Market	Business Development Services with National Coverage	Successful first year Revenue attainment with a growing pipeline
Accelerate revenues for underperforming sales revenues	Solve the problems through a restarted sales effort following a multi-level Business Development program	Build a sales pipeline that is part of a program that builds by following a process and in many cases requires additional or new personnel
Improve profitability by developing a comprehensive business development plan	Utilize a redesigned sales and networking plan plus leverage key industry/government connections	Higher margins, better cash flows and stronger market valuations
Raise capital and VC funding	Leverage an extensive network of High Net Worth individuals and screened Venture Capitalists	Secure funding acceptable to Owners and company management in a relatively short amount of time

Today's complex business relationships mean the same company can be both a customer and a competitor, on different deals but at the same time. Outsourcing business development expertise helps mitigate these new business risks.

Outsourced business development expertise can drive customer and supplier collaboration to reduce other business risks such as inventory obsolescence and stock-outs related to volume fluctuations.

Strategic Deals Create Exponential Growth

Entire industries have been restructured due to the unparalleled success that outsourced business development expertise is providing global companies today.

IBM entered into a \$5 billion manufacturing outsourcing arrangement with the Sanmina-SCI Corporation, an electronics contract manufacturer. Straightforward financial reasons justify the outsourcing — but, more important, the agreement supports overall business strategy at both companies.

Through major outsourcing deals and aggressive acquisitions (including the 2001 acquisition of SCI Systems Inc., a competitor more than twice its size), the newly named Sanmina-SCI topped \$4 billion in sales in 2001 and had nearly 50,000 employees. This year, the revenue forecast exceeds \$11 billion.

Winning globally by strategically leveraging the powerful international centers in the US, Chief Connection Officer created specialized Executive Clubs to bridge the communications gap between the heads of foreign companies and US businesses. Executives at these Club meetings have the opportunity to learn from Leaders from around the world. These forums have built relationships between C-Levels of US firms and their global counterparts. The result has been US contracts awarded to Chinese, Bulgarian and Russian IT companies for the benefit of their US customers.

Staying First In Global Competition

Markets are constantly shifting. First to market today is no guarantee of first to market success tomorrow. When one market need is filled another market need takes its place. Staying first to market requires constant vigilance, a keen sense of timing and enough International business acumen to understand the economic nuances driving the opportunity.

Chief Connection Officer spotted the opportunity in Chinese software development outsourcing market. They verified the tremendous opportunity first hand which Chinese firms offer the US as a Software Development and Outsourcing destination. Quantified the benefits which include:

- Direct savings from lower labor costs
- Large amount of personnel resources
- More personal drive
- More disciplined working style
- Tighter integration of IT projects and business users for US Companies who manufacture in China

Chinese companies approached Chief Connection Officer for help in penetrating the US market. Much of the problem entering the US market for Chinese companies had been created by incumbent outsourced vendors seeing the need to do something to stop these formidable competitors from winning established business away from them.

As more US customers became aware of the quality of work Chinese companies were delivering, a number of the incumbent outsourced vendors had unfairly attempted to discredit the Chinese companies work. Chief Connection Officer was there to build a critical bridge of trust and helped these US customers realize the significant gains these Chinese companies would bring them.

In the end, high quality and cost effective work delivered to satisfied customers always wins!

About Us

Mark R. McNulty



Mark R. McNulty is CEO of Chief Connection Officer (CCO). He is a seasoned Business Development executive with a successful track record of helping CEOs and CIOs with Outsourcing Projects and raising capital funding.

He specializes in the Technology industry particularly in Enterprise Software Development and Outsourcing Services. Mark has over 30 years of new service and business development and launch achievements. His management style features a direct, hands-on approach to obtain challenging sales, revenue and funding objectives.

He founded a Pharmaceutical Data Center which operated twin centers in New Jersey. He has served CapGemini, AT&T, Lucent, MasterCard, Medco, NASA, TI, Sony and others.

Mark is founder and President of the New Jersey Executives Club (NJEXEC) widely recognized as New Jersey Metro's top Executive Networking organization. He is in the process of launching a sister club named the New York Executives Club (NYEXEC). Mark is a Master Diver and Dive Boat owner/operator. He can be reached at mmcnulty@chiefconnectionofficer.com

Jackie Bassett



Jackie Bassett is founder and CEO of BT Industrials Inc., a strategic management consulting firm. Bassett works extensively with CEOs and CIOs on strategic planning issues specializing in innovation strategies.

Her expertise is in closing the "Business-to-Technology-strategy" gap by identifying ways to turn problems into profits.

She was one of the first 100 employees at Netscreen Security; which started in 1997, successfully IPO'd in 2001, then was acquired by Juniper Networks in 2004 for \$4Billion.

As subject matter expert she has published many articles in Security Technology & Design, Security Magazine, IT Audit Magazine, Director's Monthly, Tornado-Insider and IT Compliance.

Jackie recently co-authored her second book with Dan Rothman of DISA. "A Seat At The Table For CEOs and CSOs: Driving Profits, Corporate Performance and Business Agility". She holds an MBA from Babson College and a private pilot's license. She can be reached at: jackieb@btind.com