



INTERNATIONAL DIAGNOSIS – an EQSOR service

*Starting in the right place – on square one – this **EQSOR** Service makes use of our vast experience to make an up-front assessment of the international potential and readiness for a domestic supplier contemplating a move abroad.*

The main principles:

- *Interview by an EQSOR representative during a 2-hour meeting*
- *When relevant including a demo of the applicable product/service*
- *Evaluation results, in standard format, submitted within 10 days, representing the consolidated views of at least three EQSOR partners*

The International Diagnosis Service is typically used as a prime decision support component in deciding whether to go international or not. Too often in the history of IT internationalisation has this decision been taken without proper up-front analysis. The Diagnosis is a suitable first step in such a decision process; to be followed e.g. by EQSOR's Market Validation or by other types of Market Research.



Objectives:

- Allow a multinational snapshot of a given product/service with the aim of making a first assessment of the viability of an international thrust
- Point at possible adaptation and localisation measures as well as distribution strategies required for international marketing success
- In the affirmative case, recommend the next steps in an internationalisation trajectory.



Contents:

EQSOR will provide *Client* with a brief statement containing observations in three main areas, plus a summary conclusion/assessment:

a) Existing and potential Markets

- General Segment characteristics, local variations
- Competition situation in outline
- *Product/Service* Positioning
- Conclusion

b) *Product/Service* observations

- Platforms & Architecture
- Adaptation, localisation and upgrading convenience
- Conclusion

c) Marketing issues

- Today's status – domestically and internationally
- Staffing & Organisation
- *Product/Service* packaging level
- Support structure
- Sales: Channels, Methodology, Cycles
- Conclusion

d) Assessment in summary

- Key Success Factors; Supplier Vision and Capabilities
- *Product/Service* in relation to these factors
- Recommendation



EQSOR is a team of experienced consultants – and implementers – specialised in developing international markets for IT suppliers.

We construct profitable Channels for our Clients, offering services like market research, target-market validation, cost/revenue analyses, channel strategies and implementation. Our more than 15 years of experience in assisting IT-companies going international allows our Customers to approach new markets in a cost-efficient and resource-lean manner.

Providing services from Research to initial Start-up of Operations, our Group covers the core of commercially advanced European countries – Benelux, Germany, France, UK and the Nordic region – with Associates overseas.