

Oaksware Corporation



A
Global
Business
Development
Company

OaksWare®

Oaksware Corporation

❑ Seasoned Professionals, Proven Process, Practical Results

- ✓ Oaksware Corporation provides effective sales channel development strategies for profitable business growth.
- ✓ Our specialty is high tech, with a focus on the Information Technology industry and the way IT products are sold.
- ✓ Customer demands and market sophistication are reshaping sales organizations.
- ✓ A global marketplace and competitiveness that hinges on both quality and convenience make the purely opportunistic channel launch a risk that few organizations can take.

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❑ An Executive Team for Critical Ramp Times

- ✓ Our consulting experience and knowledge of channels complements and supports the people who know your business best - your internal team.
- ✓ Oaksware can power up your organization with senior level executives who know how to design, refresh, or launch a new channel.
- ✓ Using our market-tested methodology as the structure, we work as senior members of that team to develop a comprehensive strategy that fits your market, your company, and your business needs.
- ✓ Because your people are involved every step of the way, that strategy is understood, agreed to, and most importantly, implemented.
- ✓ They are vested with the process, so that your organization adjusts the strategy as the company, product, or market changes.

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❑ Why use Channel Sales?

- ✓ The global marketplace has changed and continues to change.
- ✓ Using channels is the fastest way to sell your products abroad; however, it is not so simple.
- ✓ It is best to utilize people who have done this before.

❑ Why change and sell abroad?

- ✓ The world has become more interconnected and we no longer are confined by country boundaries.
- ✓ You need to grow your business in other countries or else you will become too small to protect your market hold.

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❑ Why choose Oaksware?

- ✓ Oaksware has lots of experience managing partners and channels in Latin America.
- ✓ They will provide you quick access to potential customers of your products through this group of partners.
- ✓ They will take care of managing the relationship with these channels and provide you with quick results.

❑ Why do it now?

- ✓ The financial crisis in the world today is forcing all of us to expand our markets.
- ✓ The companies that decide not to move outside of their current local markets are bound to disappear.

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Are we the right fit for your company?
Let's point out how we work ...

❑ Focus on Your Success

- ✓ We want your value to exceed your cost.
- ✓ More than three-quarters of our business has come from repeat business and customer referrals.
- ✓ That's because we know your success is our success, and our proprietary methodology proves and documents your results.

❑ Maintain Integrity, Deliver Value

- ✓ We value honesty and fair dealing, and we don't accept that integrity and profitability are incompatible.
- ✓ We deliver value for every dollar.

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❑ Oaksware's Pyramid Approach

- ✓ We have chosen the oak tree as our symbol because it is strong, because it has a big base, and it has lots of branches and it provides shade for those who need it.
- ✓ We believe that we have a strong base given the experience of our professionals.
- ✓ We have lots of partners across the globe that are closely interconnected with us.
- ✓ We are interconnected with our partners and provide a nice shade to our customers.
- ✓ We strive to provide sales support, technical support and training support to our partners and customers.

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Our offer:

1. Experienced Centralized Channel Management

- ✓ **We have a team of people with several years of experience managing and supporting channel partners in Latin America.**
- ✓ **We have direct contacts with several companies in each country so that we could choose the right partner for a specific package within a given geography.**
- ✓ **Most of our team comes from bigger companies and have dealt with some of the best partners in the region. However, our size gives us the advantage to be able to be more flexible and attentive to our partners' needs than companies of a bigger size.**
- ✓ **We understand the region and know how to do things in Latin America.**

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2. Experienced Professionals

- ✓ Each Oakware professional brings to your team 15-plus years of sales and marketing experience on average.
- ✓ We know our limitations and stay within our areas of strength, and tailor our teams to complement yours so we can best inspire creative strategies and enthusiastic tactical implementations.
- ✓ We invest not only our intellect, but also our energy and creativity.

3. Sales Support

- ✓ We will provide different levels of sales support based on the maturity of each partner.
- ✓ We will do a lot of coaching and personally get involved in the sales cycle as needed.
- ✓ We will manage the sales pipeline in a centralized location and be able to provide reports as needed.

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4. Technical Support

- ✓ **We will provide technical support to our partners in the region to ensure that each implementation will be successful.**
- ✓ **We have a broad variety of partners in the region and we will tailor the support needed to each one of them.**
- ✓ **In most of the cases we will be participating in the first few implementations and later give them support on as needed basis.**
- ✓ **We have personnel with lots of experience and also it is our commitment to have them up to date with the latest technologies.**
- ✓ **We will provide technical support in a centralized manner.**

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5. Training Support

- ✓ We will be offering training constantly to our partners in the region.
- ✓ Training is one of the main problems that we have seen incurred by most companies.
- ✓ Training is what usually brings most of the problems in keeping a customer satisfied, which is one of our main goals.



Thank you.

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