



GEO EXPANSION AGENCY GUIDE

An introduction to trusted partners ready to help you succeed in new markets



READY TO FIND SUCCESS IN NEW MARKETS?

Our agencies have got you covered. Closely aligned to Microsoft, these partner agencies share our vision to help you activate, engage with, or grow through expansion activities.

STEPS TO TAKE WHEN USING THIS GUIDE:

1

Understand the journey.

Discover the milestones of your expansion journey with Microsoft

2

Partner up!

Learn how these agencies can be your ally throughout the process

3

Make the connection...

Uncover agency specialties and get in touch with those that best fit your needs



STEP 1

UNDERSTAND THE JOURNEY

Whether you're getting started, maturing through expansion, or mastering your new market, Microsoft-approved agencies are ready to help.

WHAT'S YOUR NEXT STEP?

ACTIVATE

Are you ready to begin expanding? Your next step is to **activate new opportunities**.

Agencies can help you:

- Identify target customers
- Define your differentiated value prop
- Explore industry potential



ENGAGE

Are you ready to prove impact and maximize your new market opportunity through Co-Sell? Your next step is to **engage with Microsoft resources and tools**.

Agencies can help you:

- Analyze your pipeline
- Strategize substantial opportunities
- Build industry-specific collateral



GROW

Are you established in your new market and ready to scale your business? Your next step is to **grow in your market**.

Agencies can help you:

- Open a new HQ
- Grow your headcount
- Evaluate your expansion success



STEP 2

PARTNER UP



Microsoft works closely with four agencies with extensive experience in expansion. Each agency has specific strengths that align with your unique position, needs, and goals.

Here are each agency's top services:

AIM: Global expansion

Transcends: GTM strategy

The York Group: P2P revenue generation

Asia Market Entry: Business Development in new markets



ACTIVATE



ENGAGE



GROW

In the coming pages, we'll take a deeper dive into each agency.



STEP 3

MAKE THE CONNECTION WITH TRANSCENDS

Meet the agency: This boutique marketing agency was created to help channel partners make the most of their Microsoft Partnership—from onboarding new partners to co-marketing campaign success that drives actual ROI.

Transcends sets you up for success when expanding to new markets by creating a streamlined GTM experience.

PREPARE YOUR BUSINESS TO

Expedite learning and scalability

Create strategic pathways to partnership success

Streamline the approach to improve sales performance

Localize messaging to differentiate you from your competition

Generate leads quickly and easily

Provide exclusive insights with data driven market opportunities



Ready for the next step?

If you are looking to monetize strategic partnerships, grow your revenue and ROI, accelerate sales, or engage customers...Transcends is ready to help.

Transcends helped to digitally transform our Microsoft partnership including a series of Go-To-Market campaigns that generated nearly \$13 million in sales qualified leads. We won 2 Microsoft Partner Awards that year.

*-Damon Kelly
CEO of Enlighten Designs*





STEP 3

MAKE THE CONNECTION WITH TRANSCENDS

CORE OFFERINGS

Geo Expansion Marketing Strategy



- Identify your ideal customer and current customer persona
- Customize key messages for specific geographic markets
- Recommend key platforms and partnership strategies unique to your business

Localized Marketing Assets



- Communicate your unique story and value
- Customize collateral for each geographic market that your business is in

Microsoft Marketplace



- Optimized AppSource & Azure Marketplace listings
- Lead generation campaigns to promote your listings
- Effectively Partner and Co-Sell with other Microsoft Sellers

Plans and pricing

For more information, visit the Transcends [website](#).

Ready to get started? Reach out: hello@transcends.ca

Offices in: Canada, USA, New Zealand, Singapore





STEP 3

MAKE THE CONNECTION WITH ASIA MARKET ENTRY

Meet the agency: This agency is your one-stop shop to seamlessly expand into the Asian market with experienced consultants who help SaaS and tech companies build sales pipeline in Asia and test the market for expansion without large-scale investment.

Asia Market Entry sets you up for success by being the bridge for a low-risk, high-return entry into the Asian market – Start building your pipeline immediately.

PREPARE YOUR BUSINESS TO

Shorten time-to-market and increase revenues

Localize your marketing to field sellers, channel partners and customers

Navigate the Asian market

Grow opportunities and visibility with local contacts, associations and partners



Get the most out of your IP Co-Sell status by learning to sell with Microsoft in new geographies



Ready for the next step?

If you are looking to **increase** your revenue and footprint in Asia, **grow** your opportunities, or **engage** in a market test drive... Asia Market Entry is ready to help.

Asia Market Entry found and enabled a number of new partners for us across Asia, signed our first regionally based Tier One customers, and built a strong new pipeline for us to work and build on in the future. We highly recommend them to other small to medium sized software companies.

*-Craig Gordon
Senior VP, WW Sales, Collective Technologies*



STEP 3

MAKE THE CONNECTION WITH ASIA MARKET ENTRY

CORE OFFERINGS

Geo Expansion Market Leadership & Advisory



- Localize your messaging to region specific pain points
- Customize your marketing to Microsoft Field Sellers, Partners and customers in the new geography.
- Find the right partners to amplify your message in Asia

Microsoft Co-Sell Bootcamp



- Get the most out of your IP Co-Sell Status
- Understand "Microsoft Speak" and Microsoft field seller objectives
- Gain insights into the inner workings of Microsoft in Asia

Geo Expansion Lead Generation & Business Development



- Create a pipeline of deals for your business before relocating
- Increase global footprint without large-scale investment
- Accelerate Asian partnerships and start immediately

Plans and pricing

For more information, visit Asia Market Entry's [website](#).

Ready to get started? Reach out: microsoft@asiamarketentry.com

Offices in: Australia, Taiwan and Singapore



STEP 3

THE YORK GROUP
INTERNATIONAL TECHNOLOGY PARTNERS

MAKE THE CONNECTION WITH THE YORK GROUP

Meet the agency: This agency helps B2B companies develop the right channel strategies and recruit strategic, revenue-producing partners worldwide.

The York Group sets you up for success helping you expand your business by building better channels for high-performing sales.

PREPARE YOUR BUSINESS TO

Build an effective, scalable channel program

Create strategic pathways to partnership success

Drive more revenues from existing partners

Generate significant returns through new recurring revenues

Negotiate multi-cultural contracts

Recruit and support partner performance with a streamlined strategy



Ready for the next step?

If you are looking to **build** a scalable partner program, **recruit** new partners in new markets, or **optimize** sales from existing partners... The York Group is ready to help.

"Working with the York Group is a decisive enabler in our international expansion. Their methodology is impressive and it is efficient. This allows us to succeed with building profitable, strategic partnerships while minimizing the costs and risks which are normally associated with entering new markets."

-Bård Myrstad
CEO of Simplifai



STEP 3

MAKE THE CONNECTION WITH THE YORK GROUP

CORE OFFERINGS

Strategic Partner Recruitment



- Position your solution to be attractive to high-volume partners in new markets worldwide
- Local account management to work with new partners
- No up-front costs – pure pay-for-performance

P2P Program Optimization



- Get a fully-documented, end-to-end partner program with repeatable processes to build and manage partner networks
- Get better performance from your existing partners
- Eliminate 3-5 years of learning from your mistakes

In-Country Virtual Presence



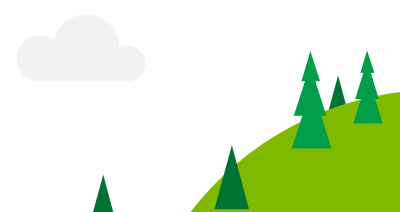
- Direct sales lead generation
- Physical office and incorporation
- New employee search and selection

Plans and pricing

For more information, visit [The York Group website](#).

Ready to get started? Reach out: info@theyorkgroup.com

Offices: Worldwide





STEP 3



MAKE THE CONNECTION WITH AIM INTERNATIONAL

Meet the agency: This agency enables Microsoft partners to scale your global presence, by developing the solution specific strategies, GTM plans and partner channels to reach new markets and win more clients.

AIM sets you up for success by providing the insights, tools and resources to enable your business to expand its global footprint.

PREPARE YOUR BUSINESS TO

Avoid missteps by thoroughly understanding each market's dynamics

Increase growth with the right strategies and a tailored GTM plans

Rapidly build a partner channel with a customized partner program



Scale sales with a pro-active partner channel

Better partner with Microsoft and leverage its sales and marketing teams

Enter new markets rapidly and cost effectively with a virtual subsidiary



Ready for the next step?

If you are looking to **monetize** new partnerships, **grow** into international markets, **accelerate** partner search and recruitment, or **engage** global customers... AIM International is ready to help.



Our engagement with AIM International has come at exactly the right time. It has provided incredible depth and detail to our strategy and I would highly recommend anyone undertaking a Channel Partner strategy to learn from Paul's years of advice and strong insights.

-Ned Coten
CEO of EngageRM



STEP 3

MAKE THE CONNECTION WITH AIM INTERNATIONAL

CORE OFFERINGS

International Enablement Services



- Identify and address gaps in your expansion readiness
- Gain research-based insights into new markets to determine their uniqueness and develop the optimal GTM strategies
- Avoid costly missteps and time to market delays with our best practices and experience

Customized Expansion Solutions



- A fully tailored partner program to build a self-sufficient partner channel to scale your sales in new markets
- A customized GTM plan that aligns your company to achieve the sales, marketing and product goals for the target country
- Guidance to maximize your partnership with Microsoft's field teams

Partner Recruitment and Management



- Assigned Business Development Manager works in your name
- Identify and recruit motivated and well qualified partners
- Manage partners to agreed goals

Plans and pricing

For more information, visit AIM's [website](#).

Ready to get started? Reach out: information@aimcorpinternational.com
Offices in: USA, UK, Germany, France, Denmark, Poland

