



## The Chinese market

**A tremendous opportunity for those willing to take the cultural aspects of the Chinese market into consideration.**

According to analysts, the market is expected to achieve a compound annual growth rate (CAGR) of 36.9 % until 2010.

This outstanding projection is due to the growth of the local economy combined with an improvement in IT infrastructures and the growth in demand from the private sector. The applications market which includes ERP, CRM, SCM is growing at a CAGR of 32%.

More importantly, infrastructure solutions, products intended for the development of applications together with system management and networking software are exploding and now account for 70% of the total enterprise software sales revenue.

“ Whether or not you have experience in China or in other countries in Asia, SoftDatabase Shanghai knows how to guide you through the construction and implementation of your development strategy. ”

### The culture of the Guanxi

China has 5000 years of history and right from the start it has always known how to preserve its identity and its culture. Greatly influenced by Confucius, the main characteristics of the Chinese culture can be summarised by three key points :

- Its social hierarchy is very well established
- Experience is more important than theory
- Human relationships have the highest priority

### The quality of service

Unlike the West, it is not the « features and benefits » of the products which are going to motivate the Chinese buyer, but the quality of the service that comes with the product.

The Chinese buyer will always demand full installation, training, and technical guidance before making his decision to purchase. Only those developers capable of adapting their business model will be able to profit in full from this fabulous market.

### A market in full development

For many in the West the words « market economy » are incompatible with « socialist system » whilst for the Chinese it is simply a question of interpretation. Furthermore, the laws of the market are constantly changing and the regulations that govern the economy have not yet been stabilised, hence there is much confusion in Western minds and far too often cartesian at that.

We help software developers build successful businesses in China.

Your  
future  
is in  
**China**  
now.



- Discovery of the Chinese market
- Search for distributors
- Pre-sales support
- Creation of a local presence
- Development of sales

Entirely dedicated to the Enterprise software industry

# our value proposition

Whether you are a novice or an expert in the Chinese market, at SoftDatabase Shanghai you will find a complete range of services tailored to your needs:

## Discovery of the Chinese market

If you think that China represents an opportunity for developing your business and you would like to find out for yourself, SoftDatabase Shanghai invites you to meet the distributors, integrators, developers, and even potential clients.

## Search for distributors

Building a network of partners is mandatory if you want to sell your solutions in China, whether or not you envisage setting up a branch. If your « Guanxi » is not yet very well developed, SoftDatabase Shanghai will build with you and for you a network of business partners whose performance will surprise you.

## Pre-sales support

If your solutions are complex, aimed at niche markets, costly, and face strong competition, SoftDatabase Shanghai will recruit and assign pre-sales technical staff who will be totally dedicated to you and the development of your business.

## Creation of a local presence

If you already have a network of partners, some clients, and you want to improve your image, then set up a local branch, this will cost you far less than bringing in your staff from America or Europe, and what's more, by so doing you will gain more credibility and respect.

## Development of sales

If you want to boost the sales of a particular product or further qualify and quantify a specific market niche, SoftDatabase Shanghai has some remarkably effective operational marketing tools for you.

## GUARANTEED RESULTS

SoftDatabase Shanghai takes full responsibility in its partnership dealings with its clients and guarantees assistance with sales and marketing.

Through consistent follow-up, SoftDatabase Shanghai is able to anticipate and proactively respond to any possible business deviations by putting into place the necessary means to achieve sales. As our growth depends on your international sales results, you can be assured of our total commitment to your success.

## About us

Founded in 1992, SoftDatabase has become the premier consultancy dedicated entirely to the international development of the « Enterprise » software industry.

SoftDatabase has carried out more than 300 projects for 180 developers of which around 100 projects have been in Asia, and more especially in China and Southeast Asia.

The main mission of SoftDatabase is to enable software developers to access this fabulous market in which China is the principal driving force. But although China now belongs to the World Trade Organisation, it nevertheless remains a complex country, with a profoundly different culture from the West, and is very difficult for foreign companies to gain access without the benefit of a local presence.

- 13 years experience.
- 180 clients, 300 projects.
- The only database in the world which references all the players in the enterprise software industry.
- Special relationships with the most influential local players.
- A team of consultants and technical specialists experts in the South-East Asian and Chinese market.

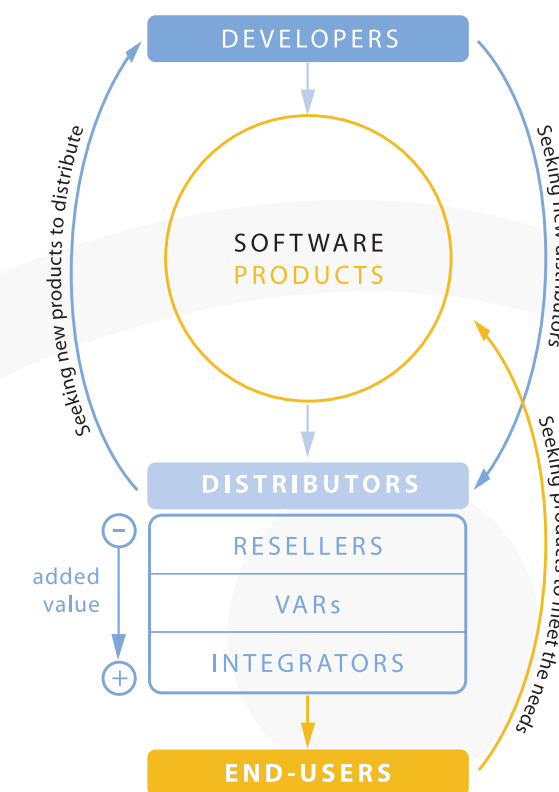
## SOME REFERENCES

- > Cyclone Commerce (USA)
- > Databeacon (Canada)
- > Jacada (Israel)
- > Kaspersky Labs (Russia)
- > Quest Software (USA)
- > Seagull (USA)
- > Selligent (Belgium)
- > Sysload Software (France)
- > Softwin BitDefender (Romania)
- > Vector Networks (UK)

a full range of services

13 years experience

300 projects completed  
180 satisfied clients



to ensure your success in China.