

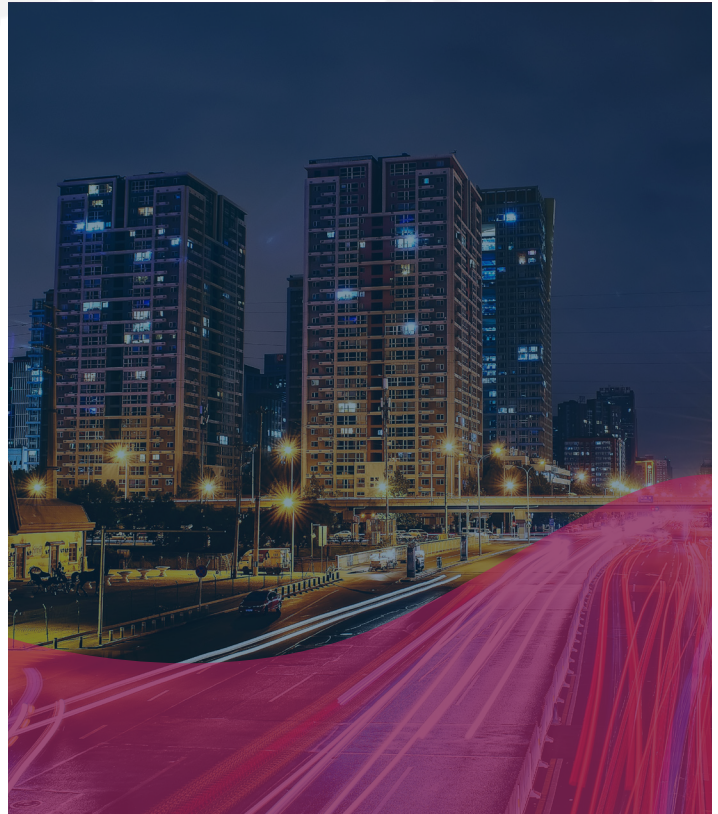
# Paths to Success in China

Decode a complicated market with a program that meets your operating style and needs

There is no “one size fits all” approach to succeeding in such a complex and constantly evolving market as China. That said, our 20 years of experience in China has shown us that there are distinct paths that companies can pursue to have the greatest chance for success. These four paths engagement models are designed to match how companies operate and approach international expansion in general, but tailored to match the realities of doing business in China.

ADG’s engagement models are completely unique in the China market for many reasons. Unlike other go-to-market options that Western companies consider - such as a management consulting firm to research the market, or hiring a single person to try to build out sales and operations - ADG’s approach combines China market validation and GTM strategy with execution and operations, accelerating and de-risking the process to save you significant time and resources. Further, our approach is supported by an experienced, bilingual team on the ground in China, and leverages our thousands of industry relationships with Chinese companies and partners.

Read on to see what our 4 offerings: Virtual Market Presence, China Business Builder, Partner Led Growth, and Sales Accelerator offer global tech companies in China:



VIRTUAL MARKET PRESENCE	CHINA BUSINESS BUILDER	PARTNER LED GROWTH	SALES ACCELERATOR
A managed solution to get your business quickly from entry to revenue	Bring in the experts to co-launch your China business	Enterprise-focused channel partner program	Turnkey sales operations for China



*I thought it would be difficult to launch in China but it was far more complex than I could have imagined – ADG provided real on-the-ground insight and guidance in order to get us up and running quickly and increasing market share in less than 6 months.*

**Brian Lee, CEO, GraphPad**



## VIRTUAL MARKET PRESENCE

Our unique, hybrid, co-managed model, allows your team outside of China to control how your China business is run, without the initial overhead costs and complexities of a physical presence and local hiring

- Sales & business development
- Validation
- Client is in control
- Operation permissions
- Access to third party experts
- Marketing



## CHINA BUSINESS BUILDER

Control your own destiny with short-term expertise to get things on track. The decisions you make in the next year or two will likely determine your success or failure in China

- Expert help
- Gap analysis
- Local execution
- Market validation & traction
- Access to third party experts



## PARTNER LED GROWTH

A managed solution to engage, manage and close reseller and partner networks to grow your China enterprise business. Leverage our large ecosystem of partners in order to scale your business quickly

- Partner identification & introduction
- Channel program management
- Roles, regions and coverage
- Localization of partner materials



## SALES ACCELERATOR

Sales, licensing and distribution focused solution to be “in-market” in weeks with an experienced business development and sales ops team. Gain real traction before making a major investment

- Quick to market
- Sales / licensing / distribution
- Instant China network
- Sales operations support