



Vendredi 06 décembre 2002

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Riggs ECKELBERRY: "TechTransform helps the French companies to be established with lower cost in the United States"



Riggs ECKELBERRY, CEO of TechTransform: "It is completely possible to lead a project at a cost lower than the expatriation to US of only one French framework" 04/11/2002 to 09:55



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AB - Mr ECKELBERRY, hello. Which is your course "of architect of the Internet", and why to have created TechTransform?

RE - Hello. In 1995, I was among the first marketeurs to use the Net to try to start again on a worldwide scale the utility software CleanSweep of the Quaterdeck manufacturer. Thus we could pass from 3 000 A 50 000 specimens sold per month in the one quarter space. Performances which, in the passing, largely contributed to the repurchase of Quaterdeck by Symantec.

Thereafter, I made evolve/move our technique of the "mistake-based marketing", a method of discovery practical of the market. By this skew, one learns very quickly what goes because one made the practical experiment of it.

It is with the Net that one can carry out this empirical method within the shortest deadlines, almost with the stroboscope, without which the "mistake-based marketing" would be a "mistake" (error) pure and simple! In 1997, I thus founded Lasso Interactive, an agency of marketing in line which exploited this type of method.

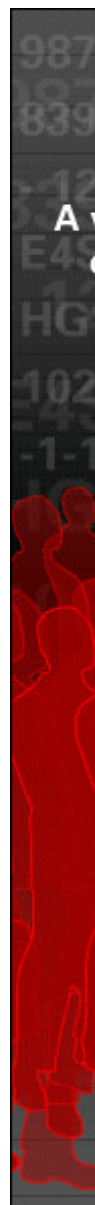
During bubble Internet, I integrated the direction of NetCatalyst, an incubator based with Santa Monica in California. There, I could take part in two "exits", of the "liquidity", therefore sales of start-ups to others start-ups already with dimensions out of purse: Trivida was repurchased by Befree in the space of four months and Micro House International by EarthWeb within similar times. At that time, in 2000, it was advisable to seize a business-model which answered the hopes, or convictions, of the market of the moment.

Today, in period ' post-crash ', it is not a question any more of selling the companies but packager the product or the solution requested by the end-user. It is appropriate thus, more than ever, to focus itself on the sales.

In light, just after the bursting of the speculative bubble, it quickly appeared obvious to to me that technology did not need a financial rehandling but rather commercial interventions. And it is on this report that I launched

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TechTransform, at the worst time of the crash.

Survivors of the bubble, which do have today? A technology, a team, the financial ones. On the other hand, they one often eliminated their marketing and in particular their partners. All is to be remade, and the fastest way for them is to integrate a company like TechTransform.

AB - Which are the means available to TechTransform to represent the French companies high-tech in the United States and them ' ouvrir' the doors of the American market, the "technological transformation"?

RE - the first arrival of a "foreign" company on the North-American market is almost inevitably dedicated to the failure.

Why? Because this step leads to the transformation of a regional actor (whose offer meets many needs) as an American and world supplier with a very specialized and targeted offer.

Let us take an example. In France, a many companies of the sector of the software go very well on their national market with often of the positions of leaders that it is in the CRM , SCM... etc. But apart from the Hexagon, these same companies do not exist. They run up against American giants and sometimes German.

To make this first stage, that we can define as a "laboratory of marketing", TechTransform has a "rolodex" which enables us to quickly test all the ideas by calling upon our networks. That is to say several thousands of people, CEO, DI and users of technology for each one of our eleven consultants.

Secondly, we have in-house all the resources to make marketing on line. In same time, we establish the contacts of support, in particular with regard to the commercial law, logistics, the communication and so on, whose our customer will progressively need his American establishment.

AB - Which are the requirements of the American administration on the matter? Could the French company do without the services of a specialist such as TechTransform, as a candidate with the green chart would do it with a lawyer, to enter on the US market?

RE - It is not that the experiment cannot be learned, but it is advisable above all to analyze the costs. As an example, I recently saw a Scandinavian editor withdrawing American market after having spent more than 24 million dollars! Today, well few companies have such financial means. Thus there is not really more the choice. One needs fast sales and thus marketing.

Lastly, even if a company could internaliser knowledge necessary to the approach of the American market, it is not implied into simultaneous in several sectors. TechTransform is. It is like that, for example, that we make the recasting of the offer of several customers according to the new tide of the Web services.

AB - Which French companies trusted you and for which projects?

RE - In France, to start, we launched precursory projects in July 2002 with only two companies: IB-software and Cross-country race Dated Technology Base.

For IB-Software, an editor of a Co-browsing solution, we found the crenel which allows them an entry on the American market and we carry out



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marketing. Without direct competitor in France, IB-Software suffers logically from the dominant positions of WebEx Outre-Atlantique.

Our work consisted in telling the leaders of IB-Software not "to tackle WebEx face" but to circumvent it. Thus, after having Re-packaged the Syncflow offer of IB-Software, this one can be sold in complement of the WebEx offer. And this new positioning of IB-Software very soon will flash back on its other markets and thus France. With final, the leaders estimate that they will carry out 70% overall their sales in the United States. What is already the case today.

Here, the editors of softwares sell a product. In the United States, we sell and even we rent a service. It is completely different. And this variation will grow hollow more still with generalization of the Web services.

With regard to, Cross Dated Base, we are a little less advanced. But we right now determined the good American channel of distribution for their very advanced product already.

AB - You affirm that TechTransform proposes, I quote an official statement of the group, "an alternative to the expensive opening of a US subsidiary company and this with a commercial result higher good": How much costs, concretely, this alternative? Which is the rising means of the saving made between the two quoted options? And finally, which is this "commercial result higher good"?

RE - It is completely possible to carry out a precursory project for much less than the total cost of only one expatrié French framework.

According to estimates' of my two French customers, the sending of one expatrié would total 50 000 dollars per month by retaining the whole of its expenditure (housing, displacement and sundries).

In addition, one expatrié is not inevitably at the same time a technological expert, a good marketer and an excellent salesman. Lastly, one expatrié must take account of one period of adaptation during which it must also constitute its network of prospective customers. According to Pierre TAUZINAT, cofounder of IB-Software, TechTransform makes him carry out an economy ranging between 60% and 70% per month.

But in addition to the purely financial aspect, the first reason for the saving in our approach lies in our system of stages: each one of them validates or invalid of the scénarii with concrete results.

We know each time "if it goes" or "if that is worth the sorrow of going further". In end of race, it is at the company customer to decide or not if it moves towards the establishment of a subsidiary company or quite simply to stop.

I absolutely make a point of insisting on this fact: all our operations will not lead inevitably to the creation of an American subsidiary company. But at least, the company will have drawn some from invaluable lesson and there still at lower costs.

Conversely, if with the wire of the stages it appears that a subsidiary company is a good idea, it is obvious that we will have already answered many questions and that this subsidiary company will have a good luck of success. It is also in that that we speak about a commercial result higher good.

AB - Mr ECKELBERRY, I thank you for this intervention, in French in addition; -)

ARIANE Beky ✉

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