

Your Business Enabler for DACH

- the German speaking market in Europe



Düsseldorf, July 2024
Holger Haseney

Executive Summary

Using external business enablement services has many **compelling benefits**

- ✓ Immediate ability to close deals with German speaking entity and German jurisdiction
- ✓ Immediate access to established Partner & Customer network in DACH
- ✓ Cost transparency combined with high flexibility
- ✓ Simplicity of a full-service contract versus complex single contracts

TeDeG is ready for you as a **qualified & strong partner**

- ✓ Qualified management and business developer team in the CRM & Contact Center industry
- ✓ Long-term experience in Market Entry Services as well as in localisation and support of channel partner network
- ✓ No exclusivity claimed by TeDeG
- ✓ Established in 2003

Best practices for rapid market entry



TeDeG is ideally positioned to help companies succeed

- TeDeG's special focus and business expertise is to **support software companies** who want to sell/license their solutions in Germany, Austria and Switzerland **to achieve profitable business growth.**
- TeDeG's management and business developers are **hand-picked senior business and cultural experts** of both sides of the Atlantic.
- TeDeG is **based in North Rhine-Westphalia**, the powerhouse of Europe. It has a good mix of Old and New Economy industries.

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Your new location in the DACH market



	Population [2022]	GDP [2022]
Germany 	~ 83,8 mn	~ 4.082 bn USD
Austria 	~ 9,1 mn	~ 471 bn USD
Switzerland 	~ 8,8 mn	~ 818 bn USD

Your TeDeG team - Management

Holger Haseney



Holger is Founder and Managing Director of TeDeG and is responsible for sales & partner management.

His background in the soft- and hardware industries spans project management, marketing operations, sales and business development for both suppliers and end users. His previous engagements include amongst others eGain Communications, SalesLogix, o.tel.o telecommunications, Spectris and Eismann.

He has gained an intimate knowledge of the German software market in general and the eService / CRM sector in particular.

Frank Best



Frank supports the management in business development and is responsible for marketing at TeDeG.

He also brings in-depth expertise in questions of customer experience and workflow optimization from the perspective of the specialist departments.

His background includes over 20 years of experience in management consulting for corporate groups and international medium-sized companies up to C-level.

**TeDeG –
Technology
Development
Germany**

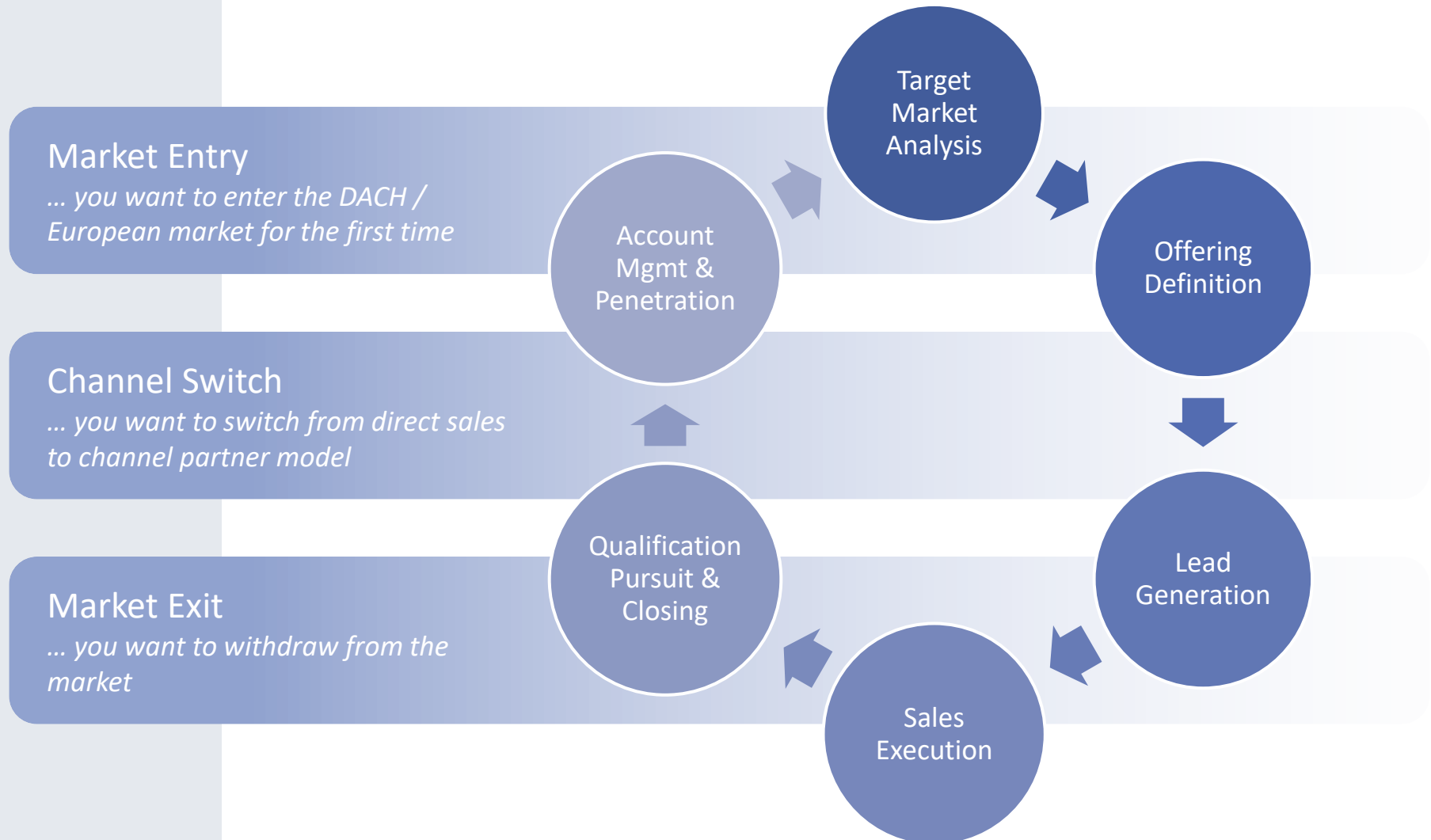
Est. 2003

Offices:

DE - Düsseldorf (HQ)

AUT - Linz

Our market entry and development services to match your marketing strategy



Your choice of service packages

Arrival
Package



I. Representation

Office facility, Point of Contact,
Qualified Inbound Activities

Entrepreneurial
Package



I. Representation
II. Outbound Activities

Telesales, Sales, Public Relations

Professional
Package



I. Representation
II. Outbound Activities
III. Professional Business

Dedicated Team, Partner &
Channel Mgmt., Business Strategy
Development, Marketing,
Managing Director Services

Professional Package in detail

Professional Package



- I. Representation
- II. Outbound Activities
- III. Professional Business

Leading Enterprise Software Vendor

- Professional Package with one (1) year contract duration, optional continuation or transition
- Monthly retainer
- 15-20% commission on gross revenues

- I. Office facility, Point of Contact, Qualified Inbound Activities
- II. Telesales, Sales, Public Relations
- III. Dedicated Team, Partner & Channel Mgmt., Business Strategy Development, Marketing, Managing Director Services

TeDeG

- Dedicated Sales Executive
- Dedicated Telesales
- Technical Presales
- Admin & marketing support for 20 days per month

Your advantages in time, cost & profit

Some points to consider ...

TIME*

TeDeG® ~ 4-5 months

~ 10-12 months

From kick-off to first deal closure

COST*

TeDeG® 100 %

~ 180 %

Setup & operation cost p.a.

TeDeG Serviced Solutions

Own Subsidiary

- Very short setup times
- Transparent costs = planning reliability
- Highly flexible and scalable
- No back office, administrative staff required
- Easy, cost-effective governance
- No exit costs in case of market withdraw (staff, legal, offices, contracts, etc.)
- German contract partner and contract for you and your clients
- Place of jurisdiction in Germany
- Contractual frameworks already setup (US & Germany)
- Representative office at flexible cost (business centre)

* TeDeG estimate based on previous projects



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