

# DOUBLED LICENSE SALES

By bringing on new channel partners in Japan, Korea and China



## **ABOUT IMLOGIC**

Mlogic, Inc. is the market leader in enterprise software for instant messaging. The largest Fortune 1,000 companies across many industries depend on IMlogic to manage, control, and secure corporate IM usage, while satisfying compliance requirements associated with real-time electronic communications. The company's flagship product, IMlogic IM Manager, lets enterprises secure, control and report on IM usage, while satisfying regulatory and compliance requirements set by HR and government agencies (SEC, HIPAA). As a result of IMlogics success in the marketplace, Symantec Corporation announced it would acquire IMlogic on January 3, 2006.

## **CHALLENGE**

As the leader in the emerging market of enterprise IM management software, IMlogic's business was experiencing phenomenal growth in its US home market as well as gaining fast traction in the UK and Europe where they had been investing for the past 2 years. In order to sustain the company's growth and market leadership, IMlogic's executive team realized they needed to expand into the rapidly growing Asian markets where their key competitors had already begun to establish a foothold. However, as a start up they knew they could not afford another expensive direct presence build out as they had done in Europe.

## **THE RTM ASIA SOLUTION**

When RTM Asia was engaged to assist IMlogic with their Asia Pacific expansion, an extensive process of technology and market due diligence was undertaken to create an Asia Pacific market entry strategy that encompassed not only sales and partner development, but also the need to help IMlogic localize their products to each of the key markets in Asia.

Within three months of the engagement, RTM Asia had developed and released the first Asian language patch for IM Manager, IMlogic's flagship product, enabling the company to gain key reference customers in China, Taiwan and Japan while continuing to work directly with IMlogic's engineering team to establish an ongoing process for supporting the product needs of the Asian market.

Concurrently, RTM Asia embarked upon aggressive channel recruitment efforts and marketing programs to establish IMlogic as the leader in key Asian markets where their competitors had the advantage of earlier time-to-market. As a result, IMlogic was able to displace their competition and in less than 18 months establish dominant market leadership and key reference customers across China, Hong Kong, Taiwan, Japan and South East Asia.

#### WHAT RTM ASIA PROVIDED

RTM Asia was engaged to provide an end-to-end business operations outsourcing solution for IMlogic across the Asia Pacific region. The scope of the work performed included:

- Comprehensive market entry analysis and cost assessment by country
- Product localization assistance including requirements analysis, development, QA as well as selection and management of outsourced localization partner
- Channel partner screening, recruiting, contract negotiations and day-to-day management
- Coordination of executive visits, press conferences, marketing events, campaigns and leads. Local language website development assistance
- Virtual office and staffing services
- Virtual office, staffing and bookkeeping services
- Partner and end-user training events
- Management of Asian PR strategy and liaising with local technology media
- Strategic alliance establishment with key ecosystem vendors

#### THE RESULTS

By leveraging RTM Asia's services, IMlogic was able to develop and release a localized version of its flagship products within three months, providing IMlogic with a revenueable product for Asia in a significantly shortened timeframe. Through RTM Asia's comprehensive offering of sales, marketing, PR and technical support services, IMlogic achieved market leadership in key Asian markets and doubled the Asia market install base both in terms of number of customers as well as licenses year over year.



#### CEO QUOTE



**Francis DeZousa**  
CEO, IMlogic, Inc

*RTM Asia was instrumental in getting IMlogic's product, channel and brand name established across the Asia Pacific region. Through RTM Asia, we were able to accelerate our Asia expansion plans by at least a full year.*

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