

90%



ANNUAL REVENUE GROWTH RATE

Making Japan the Largest Non-US Market

ABOUT NEXAWEB

Nexaweb Technologies, Inc. is the leading innovator of solutions for migrating legacy business applications to the Web. The Nexaweb modernization platform has the unique ability to rapidly transform legacy client/server systems to rich Web 2.0 applications by maximizing legacy code reuse, recreating secure, low-latency client/server performance over the web and enabling the continuous evolution of modernized software to support new trends such as cloud computing. Over 200 customers, including Aflac, AT&T, Bank of Tokyo, Best Western, DHL, EMC, Nokia Siemens Networks, US Air Force and others have leveraged the Nexaweb modernization platform and services to transform underperforming and expensive-to-maintain legacy systems into rich, secure Web applications. The company is headquartered in Burlington, Mass.

CHALLENGE

Japan has always been a strategically important market to Nexaweb. Aside from being the second largest economy in the world, Japan has always contributed a very large percentage of worldwide revenue for Nexaweb. When sales began falling off at Nexaweb's key distributor in Japan, Nexaweb became concerned about the ongoing growth of its product portfolio in this important market.

THE RTM ASIA SOLUTION

Nexaweb engaged RTM Asia to do an assessment of its Japan business including the company's existing partner and customer base, future market potential as well as the development of strategies to accelerate growth for Nexaweb's family of products in the Japan market.

During the initial phase of the market assessment, RTM Asia recommended that Nexaweb bring on additional sales partners as well as increase the commitment level of its existing partner.

Impressed with both RTM Asia's understanding of the Japanese market and the extensive channel relationships that the RTM Asia team had developed over the years, Nexaweb's management decided eventually to outsource the management of its entire Japan business to RTM Asia until a new full time country manager could be identified and hired.

WHAT RTM ASIA PROVIDED

RTM Asia provided a comprehensive set of partner and employee recruiting and turnkey business management services to Nexaweb. The scope of the work performed included:

- Creation of detailed partner recruitment plan, TAM analysis and channel structure recommendations
- Channel partner screening, recruiting, contract negotiations and day-to-day management of channel partners
- Day-to-day RTM Executive Management of Nexaweb's Japan business during the interim period
- Assistance with coordination of executive visits, press conferences, marketing events, campaigns and leads
- Full recruiting services including screening of prospects, interviews, reference checks, etc., which resulted in the hire of a new country manager for Japan
- Comprehensive strategic partnership and fundraising activities that eventually resulting in a 7 figure payment for source code licensing

THE RESULTS

While managing the day-to-day activities for Nexaweb in Japan during the interim period, RTM Asia drove the recruiting process to find a new leadership team for Nexaweb in Japan. By leveraging RTM Asia's services, Nexaweb was able to not only preempt a potential revenue slow-down in Japan caused by a lack of focus at their key partner in Japan, but capitalize on this opportunity to expand distribution partners and awareness and achieve annual growth rates of 90% in their Japan business during 2008-2009. RTM Asia also helped Nexaweb strengthen their relationship with their key partner in Japan leading up to a sizeable transaction for source code licensing. Today Japan remains the largest non-US market for Nexaweb and a key source of revenue growth for the future.



CEO QUOTE



Chris Heidelberg
CEO, Nexaweb

The RTM Asia team worked closely with the Nexaweb organization—immediately becoming an integral part of my executive team from both execution and strategic planning aspects. The RTM folks are highly experienced and fast moving team of sales and marketing executives on the ground with established business connections in Japan, working with them saved myself and my executive team countless hours, dollars and frustration as we simultaneously re-vamped our relationship with our key distributor and built out a brand new management team in Japan. RTM were indispensable to us as we ramped up our Japan sales and I highly recommend their services to anyone who wants to grow sales quickly in Japan or Asia.

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