



Enter the Japanese IT market without big risks



InfoEx Corporation

March, 2017

Introduction of InfoEx Corporation



A company of global experts specializing in IT solutions, InfoEx transcends borders to supply service and ideas, as well as monetary and human resources.

Company name : InfoEx Corporation

Head Office : 5F, Ochanomizu Sunny Bldg. 3-2-7 Hongo
Bunkyo-ku Tokyo, 113-0033 Japan

Main Businesses :

- > Japanese Market Entry Consultancy Business
- > Global Human Resource Utilization

Principal Business Clients :

- BCG
- Bain & Company
- SAS Institute Japan
- Nikkei, Inc.
- Roland Berger
- Accenture
- KPMG Consulting
- PwC Consulting
- Qunie
- CGI
- NTT DATA Global Solutions
- PwC Strategy&
- Soft Bank Human Capital
- Deloitte Tohmatsu Consulting
- McKinsey & Company
- RECRUIT CO.,LTD.
- Dream Incubater
- Abeam Consulting
- Hitachi Consulting
- Pegasystems

License : Employment Placement / Staff agent (from *mhlw)

*mhlw : ministry of Health, Labour and Welfare



Who we are? (Track record)

We have been supporting CGI (Logica) for more than 7 years as their representative office in Tokyo. Their sales have increased threefold within three years!

⇒ We have succeeded to get long term big contracts from our main customer for CGI(Logica) so looking for to support next company now.

Our market entry supports are on the BCCJ (The British Chamber of Commerce in Japan) magazine

<http://bccjacumen.com/category/a-list/market-entry-regional-business-support/>



InfoEx Corporation's multicultural staff is ready to assist and support businesses to establish operations in Japan.

We strive to help clients by conducting preliminary market surveys prior to entry, creating business plans, establishing and managing local offices, and carrying out business development and support sales activities by introducing potential big clients and major venture companies. InfoEx can also operate as your Tokyo branch office at a reasonable price, allowing you to have an address in the capital.

We also can help you to find bilingual staff or HR functions in Tokyo, using our wide-ranging network which spans North America, Europe and Asia. One of the biggest European global IT firms has selected InfoEx Corporation in Japan. Their sales have increased threefold within three years, proving our successful track record. Your success in Japan is our mission!

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AREAS OF EXPERTISE

- IT solutions
- HR consulting
- Japan market entry
- Foreign telecom support
- System integration /maintenance
- Multi-language web creation
- Cross-border development support

Hiroshi Asao

President and CEO :

Founded InfoEx Corporation in 2004, and became President following engagements at Hitachi, Ltd., Hitachi Research Institute, MasterCard, and ZAPPALLAS, INC. as a board director. Contracted Japanese representative agreement with CGI(Logica) in 2005, and started up new venture business by using his global network. Hiroshi has supported Pegasystem's last two years and succeeded to get first mega bank deals in Japan. Proposed and helped many companies to introduce new financial IT solutions, and supported new business startups and market entry, as a result of many experiences to manage new solutions, for example, e-money(Mondex) and anti money-laundering(HotScan). Awarded Patents of E-money collection system, and 7 others (CRM and retail relate patents).

Especially, professional fields are introductions of retail and financial solutions and products related with mobile phone and Pad, and establishments of a good connection with Japanese venture and big companies. BS in Computer Science from Elmhurst College (US) / Took USC MBA Program (1st year)

➤ Professional Experience :

- Managing global team, Business development, Channel sales, Direct Sales, Recruiting, Team-building, Corporate strategy, Coaching, Marketing (include Big data analysis)

➤ Global skills :

- Managing the Bangalore team to deploy services smoothly in Japan. (Got rid of the gaps such as commercial custom, time and language locally in order to move the sales activities and projects smoothly.)

Koichiro Tsukamoto

Digital Strategic Planning Consultant :

Introduced the implementation of data-driven marketing, customer intelligence and many other information systems while working at a major foreign-affiliated analytics firm. Devised strategic plans for various industries and pioneered the execution of reform projects in areas such as the organizational system, HR system, BPR and information system while working in a major Japanese consulting firm.

Industries: Financial, Insurance, Life Science, Service, Retail, Consumer Goods, Cosmetic and Others.

Evangelist for FMCG, FMCC, M2M, IoT, Operations Reserch, SixSigma and Risk Management.

Marketing Strategist, Data Artist, Data Scientist and Deal Closer.

E.g;

- Marketing Automation, Digital Marketing Strategist, Step eMail, One to One, Targeting eMail.
- Researcher and Business Developer with Artificial Intelligence; AI.
- Strategy and Digital Consulting
- Growth Hack

We will get rid of your first risks in Japan!

I Your risks during the initial phase :

- > Uncertain operating costs (at least \$500K - \$1M / year) and terms until forecast enough revenue in the future
- > Japanese regulation and rules
- > Employees (Recruiting)

II Your challenge in Japan :

- > Difficult to get high IT skilled and Bilingual employees even spent big effort for the interview process
(Uncertain capabilities of hired employees.)
- > Take long time to generate enough revenue (Especially through the channel sales)
- > Hard to forecast budget for initial phase

etc...

InfoEx will be your branch office in Tokyo!

- I We will carry your business cards and work as Symphony IRI Group in Japan :
 - > Prepare and update sales materials in Japanese
 - > Follow up your sales activities in Japan
 - > Find out Japanese Slers as potential distributors and resellers (We need at least 3-5 resellers)
 - > Try to approach to big companies directly (Direct sales)

- II Business plan and forecast :
 - > Research potential customers and decide the best way to approach them (We will get opinions from professionals)
 - > Make sales strategy (Training, Bundle solutions...)

etc...

Reduce around 70% of the operating cost in Japan

Our cost is very simple to get success from Japanese market :

Contract Base

The fixed fee: US\$20K / month
Incentive : 4% of sales amount

Term: More than 12 months
Start : 1st of April 2017

**Process : Research, Biz development, Sales tools translation,
Sales strategy, Channel sales, Hi-tough sales,
Contract, Direct sales, Revenue growth,
Customer support**

Periodical meeting: Once a week (About 2 hours per time)
Reporting : pipeline and strategy (Timely updates on progress)

Contact InfoEx

InfoEx adopts a customized approach, and individually makes the content of service based on the hearing of the client needs. Please contact us to win the business in Japan !

We will contribute your business expansion !

Human
resources

Education

I T

Sales
promotion

Cost
reduction

Please contact the following.

We will hear your business needs timely basis!

InfoEx Corporation

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