

EXPANDING INTO ASIA: ARE YOU DOING IT RIGHT?



Australian businesses need to think long-term when it comes to technology and strategy if they're to succeed in Asia. In fact, research commissioned by NTT Communications ICT Solutions (NTT ICT) found that amongst Australian businesses which have already established business operations in Asia, only slightly more than 50% have managed to gain greater competitive advantage as a result.

In 2016, NTT Communications ICT Solutions interviewed more than 200 senior decision-makers of Australian enterprises about the opportunities, challenges, and key success factors of doing business in Asia. This whitepaper outlines some of the main insights into how Australian businesses can best position themselves to succeed in Asian markets.



ASSESSING THE MARKET AND PLANNING FOR THE LONG TERM



The speed and scale of growth when expanding into Asia can be enormous. Of those businesses that have already expanded into Asia, 83% said their revenues increased significantly within the first two years, more than half of whom saw their revenues grow by more than 20%.

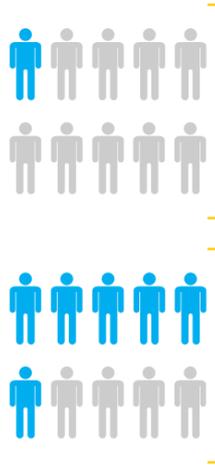
Plan beyond the first stage of expanding into Asia, identifying which functions besides sales and customer support may be needed locally as the business scales.

Map out which Asian countries the business will expand to when it achieves certain levels of market share or revenues.

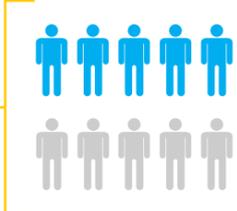
Work with partners who can support the business beyond initial market entry, both in terms of scalable infrastructure and flexible processes.



INVESTING IN IT



IT infrastructure is one of the critical – and often overlooked – success factors for Asia market expansion. NTT ICT's research found that amongst those Australian enterprises currently planning to expand into Asia, only **10% cited finding the right IT partner** as a major success factor, with nearly half yet to select their IT partner. Yet amongst those businesses that have already expanded into Asia, **60% admit that IT issues have led to customer dissatisfaction**, while **50% acknowledge poor IT performance as the cause of diminished operational efficiency**.



A successful IT strategy for Asian market expansion should cover the following areas:

On-the-ground Support

Network Reliability

Quality of Customer Experience

IT Compliance, Regulation, and Security

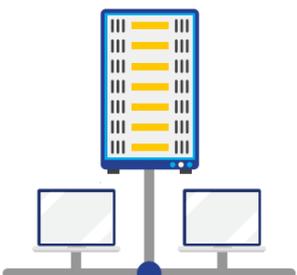
Risk Management

STEPS TO SUCCESS

Australian businesses need the right IT partners to offer Asia-wide infrastructure with fully-managed and fully-integrated solutions.



Select IT partners who complement strong regional infrastructure with local support teams and provide relationships in each country of operation.



Match uptime, scalability, and connectivity to the business' long-term growth plans.



Find an IT provider that can scale with you and design solutions that minimise risk and simplify its management.

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