



William Holtzman

Pacific Region
General Manager
Claris Corporation



Marketing for Success in the Pacific

Localizing Your Distribution Strategy

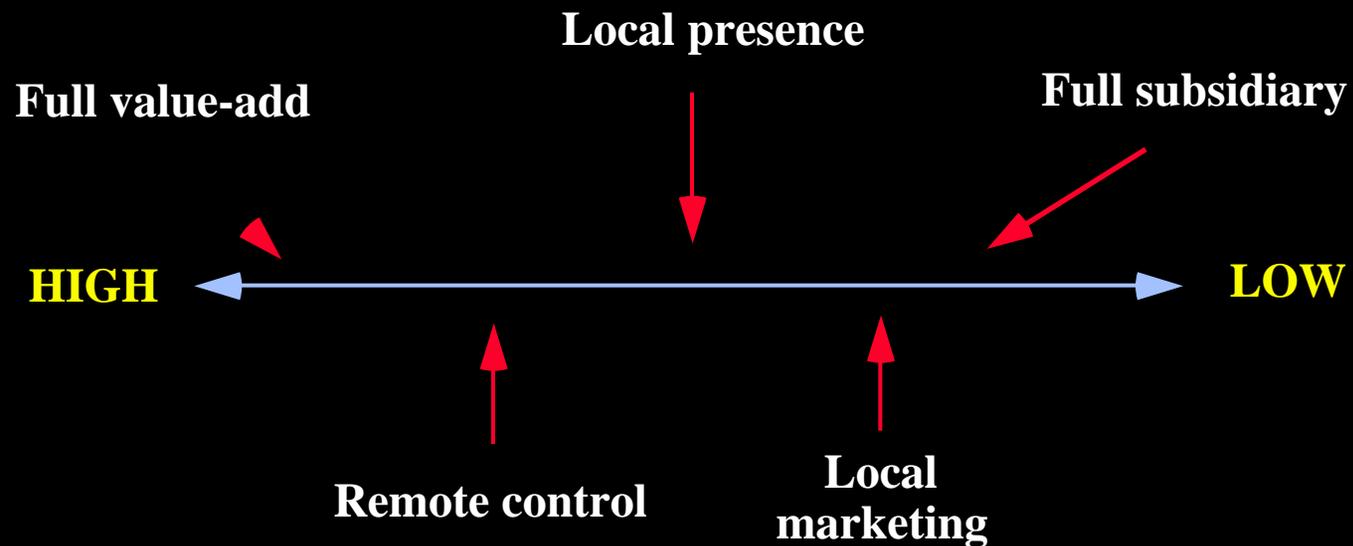
Discussion Points

- **Five faces of international distribution**
- **Evolution of global distribution**
- **Factors for success**
- **Working with Apple**

Disclaimer!

- **No two companies are alike**
- **No two products are the same**
- **No two localization strategies match**
- **No two markets are identical**
- **No two Apple subs are the same**

Five Faces of Global Distribution



Full value-add



- **Distributor as everything**
- **Take the money and run**
- **Zero investment or risk**
- **Royalty/publishing**
- **Little real control**
- **“Exotic” market solution**
- **Watch your contracts!**

- **Distributor as (almost everything)**
- **Active international presence**
- **Moderate investment**
- **Selective marketing \$\$\$**
- **Provides market “snap shots”**



Remote control

Local presence



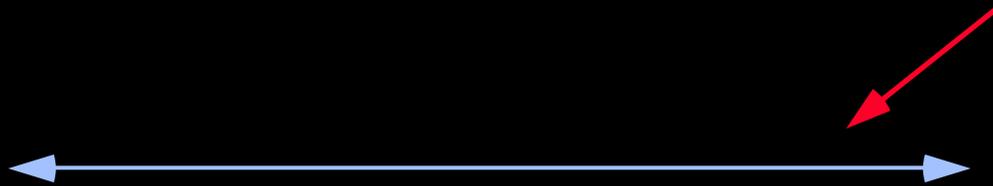
- **Distributor as local partner**
- **In country sales presence**
- **Direct customer interaction**
- **80/20 rules the day**
- **Market understanding expands**
- **Semi-expensive**

Local marketing



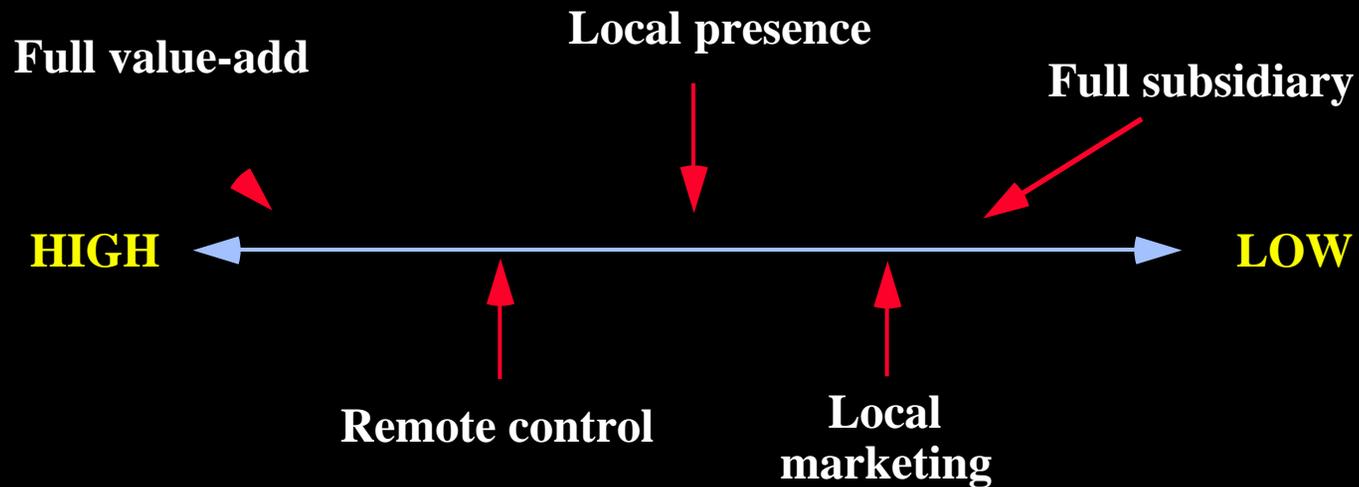
- **Distributor as distributor**
- **Distributor focus: channel only**
- **Major account/dealer sales force**
- **Marketing in place**
- **Strong presence/control**
- **Very expensive**

Full subsidiary

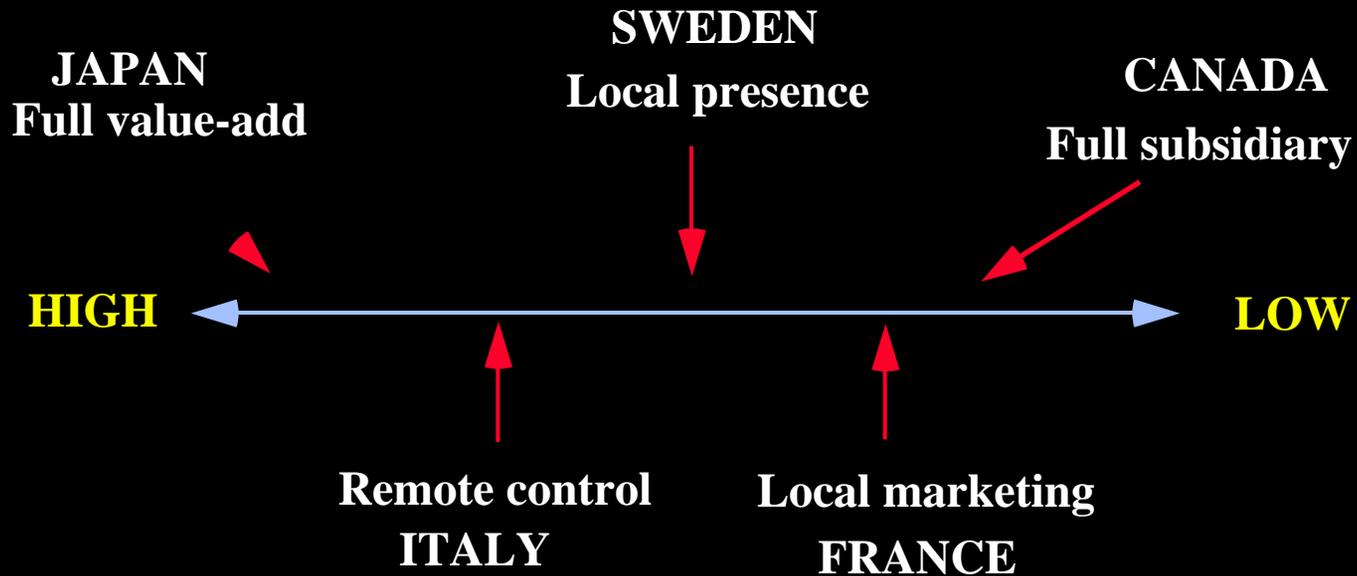


- **Non-exclusive distribution**
- **Full sales**
- **Full marketing**
- **Full technical support**
- **Local warehouse**
- **Upgrades direct or via fulfillment**
- **Congratulations -- you made it!**

Five Faces of Global Distribution



Evolution of Global Distribution



Five Barometers to Consider

HIGH ← Distributor activity & margin
Developer activity & margin → **LOW**



HIGH ← Developer activity & margin
HIGH ← Developer investment/risk
← Distributor activity & margin → **LOW**

Factors for Success

- Risk taking
- Sequential development
- Progressive investment
- Local presence
- Local presence
- Local presence
- Local presence

Working with Apple subs

- **Yes!**
- **Understand your priorities**
- **Understand Apple's priorities**
- **\$6,000 boxes vs. \$300 boxes**
- **Expect input...**
- **...but little tangible action**

Summary

- **There is opportunity**
- **There is growth**
- **Distribution can make you...**
- **...or break you**
- **Good luck**