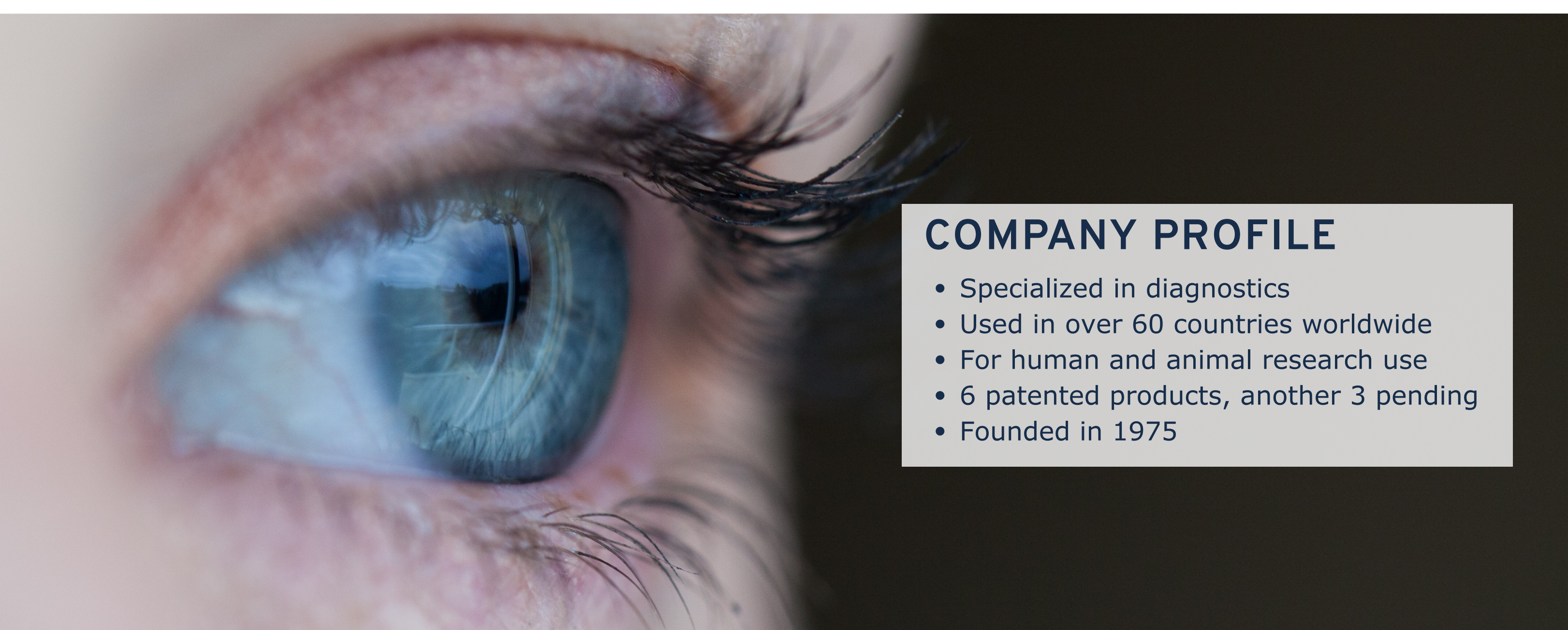


CASE STUDY: VISUAL ELECTROPHYSIOLOGY DEVICES



COMPANY PROFILE

- Specialized in diagnostics
- Used in over 60 countries worldwide
- For human and animal research use
- 6 patented products, another 3 pending
- Founded in 1975

EUROPEAN SALES EXPANSION

This organization has been a leader in the field of visual electrophysiology products for decades, helping to diagnose retina and optic nerve disease. Having a relatively small technical team, they still manage to focus on the global market and are successful in selling mainly in North-American and Asian markets. Europe however proved more difficult. The US team developed a European distributor network through working global trade shows and although this resulted in a list of distributors, only one appeared to remain active.

They decided to partner with EuroDev for a 4-month introduction program. During this sales outsourcing program, EuroDev provided the following benefits:

- Understanding of the market including rules & regulations
- The removal of language barriers and fluent communication with local time zones
- The identification and qualification of the market potential
- Flexibility in planning and execution



RESEARCH: MARKET SIZE, RULES AND REGULATIONS

- Set up outsourced, multilingual sales team and office
- Size of and trends in the ophthalmology industry
- Legal requirements for the products, define potential
- Structure for certifications and upcoming legislation

GAME PLAN

In order to be successful, having a dedicated focus is important. The US and EU team worked together to combine their knowledge of the market and the products. Setting geographical priority, they chose to focus on specific countries within Europe. With their products being suitable for both the medical and retail markets, the team split their efforts between two segments: eye doctors and opticians. For both markets, the team developed communication strategies.

After defining the strategy, the team aimed to find specialized distributors for each market segment and country, big enough to cover the area and small enough to ensure a focus on the product.

MEET THE BUSINESS DEVELOPMENT MANAGER

- Moniek Oortwijn
- BD Manager at EuroDev since early 2013
- Specialisms: Medical | Ophthalmology | IT
- Languages: Dutch | German | French



RESULTS

One year into the program, specialized distributors have been appointed in the Netherlands, Belgium, Germany, Austria and Spain. Currently sales are focused on these countries. Unfortunately, a distributor in France will need to be replaced due to lack of commitment and focus. From the research, a shortlist for replacement is already available.

In addition to the distributors already found, negotiations are taking place with potential distributors in Italy and the Middle East, which are likely to be appointed and trained within the next 2 months. The network will furthermore be expanded through a shortlist of potential distributors in Scandinavia, expected to develop within the next 4 months.

NEXT STEPS & CHALLENGES



With the products being situated in such a niche market, and many stakeholders being unaware of the solutions the product could bring, one issue would be the education of the industry. The products needs to gain more visibility and become the solution in the field.

The next steps for this organization involve establishing and nurturing the relationships with the distributor network. Another key focus is expanding into more countries across the European continent.

WHY CHOOSE EURODEV?

EuroDev, established in 1996 with offices in The Netherlands and France, has a single, defining purpose to help mid-sized American companies expand their business in Europe. We have developed a proven, successful development model: since our founding, we have partnered with over 250 North American companies to help them define and meet their European business goals.



SALES OUTSOURCING

Dedicated sales and marketing teams for North American manufacturers who want to expand in Europe



HR OUTSOURCING

Professional employer organization services, HR management and recruiting solutions across the EU



M&A CONSULTING

Comprehensive buy-side services: research to deal-closing, for companies interested in European acquisitions

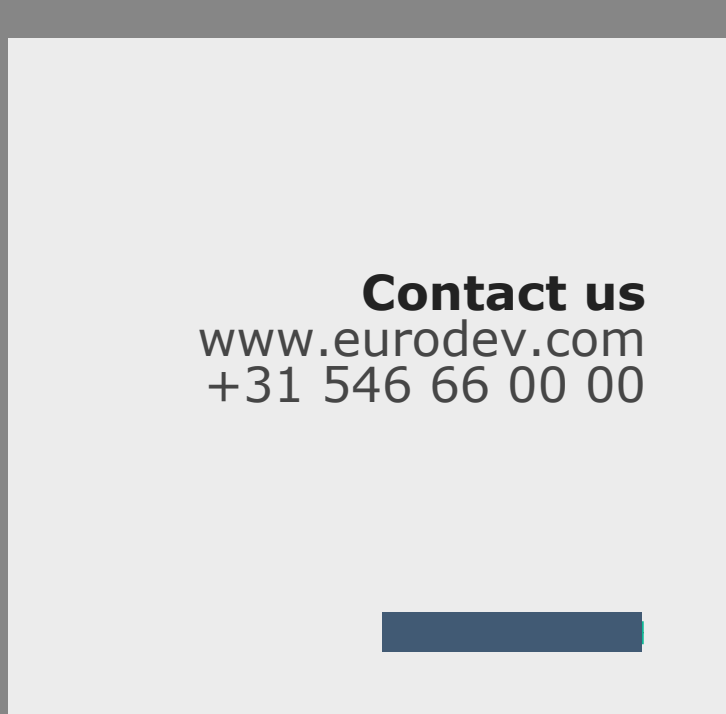
CONTACT US



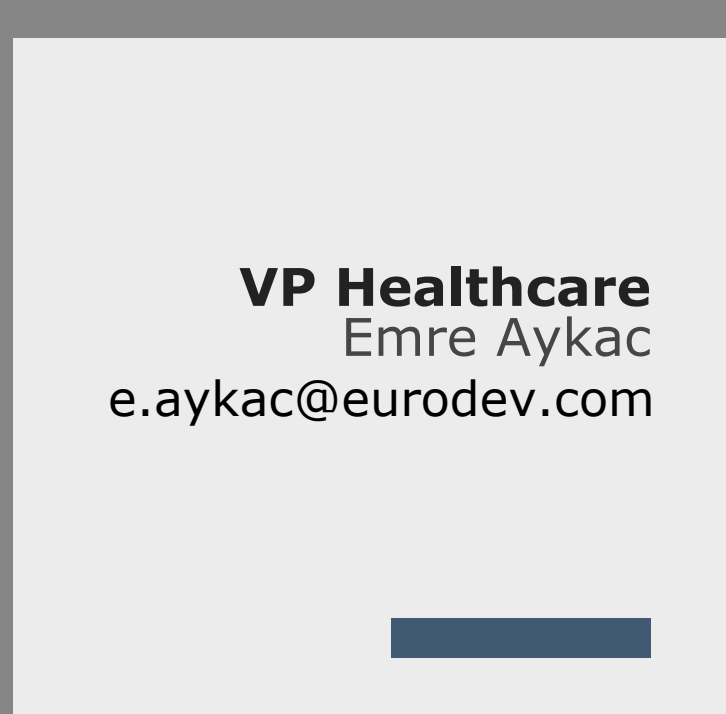
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