



A2Zeurope, Business Accelerator in Europe

What is the best approach for a company looking to develop business in Europe, outside its home market? What steps should be taken in priority? How to overcome in a short time frame the major obstacles such as business rules differences, cultural and linguistic barriers? Last but not least, how to estimate and control set-up costs on new targeted markets?

Isabelle Lange and Didier Demougin formed in France in 2003 A2Zeurope to address these questions. A2Zeurope aims to link on one hand high technology companies seeking to accelerate their sales in Europe, and on the other hand targeted customers and partners from various business sectors.

A2Zeurope provides its customers, mostly High Technology companies based in Europe and in the US, with the strategic and operational implementation required for launching and expanding businesses in Europe, specifically through strategic partnerships.

A2Zeurope's added value:

A2Zeurope's strength lies in five key areas of expertise:

1. Strong Knowledge of its European clients, partners and networks of influencers,
2. Excellent understanding of US culture, language and business practices,
3. Technical expertise enabling precise product positioning on the relevant market,
4. Analytic approach to needs, and fast execution of the business plan fulfilling market's requirements,
5. Progressive investment adapted on effective delivery and based on ROI.

Renowned companies have already placed their confidence in A2Zeurope:

Hewlett-Packard and Deny All

This business collaboration, conceived in January 2005 between HP Switzerland and Deny All is a perfect example of A2Zeurope in action.

Deny All is a French IT security software company. It is expanding fast and aims to increase its income, notably through strategic partnerships with renowned companies in Europe. Its growth management leaves little time for researching target partners. Deny All therefore called on A2Zeurope in 2004 to identify potential partners established outside of France, with a capacity to generate appropriate sales opportunities over the very short term.

During its business development phase, A2Zeurope identified that the HP Swiss-French team of the Consulting & Integration department was looking for innovative and tested technology to expand its security solutions offering. HP's security experts then carried out extensive assessment tests of Deny All's solution, which proved to be excellent. The two companies concluded a sales agreement through A2Zeurope, which represented Deny All for this purpose.

A2Zeurope's services do not stop there as it continues to monitor the collaboration, particularly by acting as the first level of sales and technical interface between the two partners.

Advantages for the two companies

- HP is now capable of offering an extensive and innovative security solution to its French-Swiss clients.
- Deny All found an ideal way to reach new customers in Switzerland.



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- Considerable time was saved for both partners on two levels:
 - During the initial stages of the "sales cycle", i.e.: business development and partner assessment, solution approval, business collaboration implementation and monitoring.
 - During the project assessment: the two companies are currently working on HP's installed base in French-speaking Switzerland, which demonstrates the speed and potential for new opportunities.

"The close collaboration established with A2Zeurope enables HP Consulting & Integration team in French-speaking Switzerland to integrate innovative, reliable, pertinent and high quality product solutions into its portfolio, such as Deny All's rWeb. This product fits perfectly with HP Consulting & Integration's strategy to offer its clients integrated solutions adapted to their specific business issues, designed for complex and highly critical production environments."

James Nauffray, Solution Principal, HP Consulting & Integration

"We are extremely pleased with the collaboration developed with HP Consulting & Integration in French-speaking Switzerland thanks to our partner, A2Zeurope. It helps us reach new customers and strengthen our presence in Europe."

Philippe Fauchay, European Sales Director, Deny All

Contact: contact@a2zeurope.net

For additional information, please contact:

A2Zeurope

16 place Vendôme

Paris 75001 France

Tel: +33 147 017 803

Fax: +33 153 452 829

www.a2zeurope.net