

Leading Network Solutions Provider: International Expansion Boosts Earnings

One of the leading network solutions providers in the United States was attracting more and more business from outside of the US. The company had to make a decision whether it was worth investing into organizational and operational changes, required to respond to a this growing international demand. We assessed and prioritized international market opportunities, potential partnership opportunities, the competitive landscape, and go-to-market strategy. We advised on international tax implications and region specific legal compliance issues and its effects on internal business processes. The organization was ready to execute on the strategy of achieving 50% of revenue from outside the US.