

France



Market data:



GDP	1.918,5 bn. € (2009)
Growth	1,3 % (exp. 2010)
Population	64,7m (Jan. 2010)
ICT Invest.	104,4 bn. €
Ranking	3 th place in the major IT markets
Reseller number	> 5000
Economic centres	Paris, Lyon, Marseille



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France: Interesting market for IT and telecommunication companies

Considering the ranking of the 27 EU-countries in respect of expenses for ICT, France finds itself in the 3rd place behind Germany and the UK. A concentration in single regions facilitates the market management, and German companies in the sector have already been successful with partners on the spot.

The French language is important for the market; therefore it is the common way to avoid national “barriers” by having partners in France. On the management level communication in English is usually no problem. Currently the French government greatly promotes training in a foreign language.

Market structure

The structure of the market players compared to Germany differs especially in medium-sized businesses. In France there are about 25,000 companies with 50 - 200 employees, followed by approx. 7,000 companies with 200-2,000 employees. A large number of companies have got 10 to 50 employees. INSEE (the French office for statistics)

estimates about 165,000 companies in this field. Maybe this also explains why the model **SaaS** is received so positively in France (source: INSEE)

BI – one of the large growth markets

Business intelligence is one of the driving forces in the market. This segment has exceeded sales of 2 bn. €, currently growing by more than 7 %. In 2009, software and maintenance alone reached more than 750m € in this service-oriented market segment. (Source: IDC)

CRM and ERP software

The French market shows a trend to international solutions, technology especially is well received. Hosted solutions, especially in the **CRM field**, are in great demand. In its study from November 2010, Markess expects a growth rate of slightly **more than 5 %** in the next 2 years. The total volume of the CRM market is 1.7 bn. €.

For support of international solutions French companies prefer partners on the spot. While British companies focus on Anglo-American software, French companies rely more on the software quality from the D-A-CH-region.

HR – a topic with a future

Staff related topics, especially also HR for eRekruting,

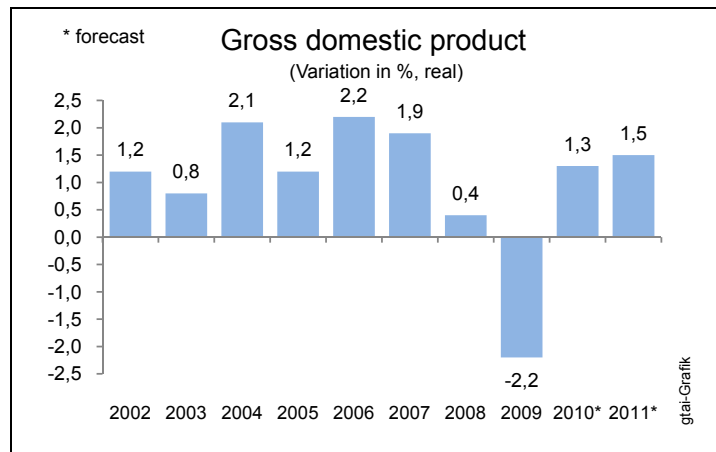
eLearning, ... are currently very popular in France. Despite the slight population growth, there is a large need for qualified staff. The market research company Markess expects a **growth of 27 % in this sector**, which leads to estimated sales of 270m Euro

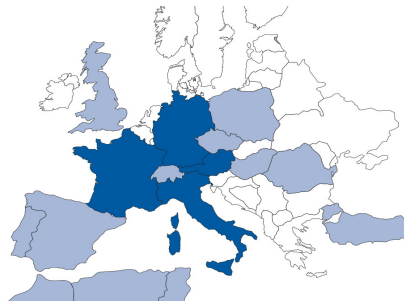
for 2011. eRekruting alone constitutes 10 % of the entire HR market. (Source: Markess)

IIC in France

Since 2001 we have been operating in France with our own country association to build up partner structures for our customers. Our colleagues know very well the players and the structure of the market.

-> Profit from our competence!





Performance requirements

We act as interim managers for our customers, carrying out the task of **partner recruiting for a specific time**. Of course we contribute our experience and market knowledge within the frame of our activity in **product** and **partner marketing**. The **partner management** is up to our customers. If required we carry it out for a defined period.

How do we proceed?

In a workshop we examine your partner communication and your concept together with you and the recruiting people. Eventually we develop the partner profile together, which shall be used for the first communication in the market. We evaluate your partner contract and your partner concept with the target of initiating successful (strong-selling) partnerships as efficiently as possible.

What does partner recruiting mean to us?

Especially in culturally foreign markets or in other sectors it is an advantage to assign a service company such as IIC with the communication with a potential partner. On the basis of the defined partner profile we identify reasonably suitable partners and consequently communicate directly with the market players in the target market you would like to enter.

As soon as it is about foreign markets, we make use of **our colleagues on the spot**, who carry out **business development** for you on the basis of their many years of knowledge of the market and the market players as well as language and sales competence. We always act as IIC and so represent the neutral **technically sound consultant** for potential partners, with the concept for “sales”.

The advantages of IIC !

We are repeatedly asked about the advantages of IIC compared with own resources:

- Our only job is partner recruiting and this is the reason for a broad wealth of experience
- We utilise existing contacts and expand our network continuously by research
- We use synergies from communication
- We can speak with the competitors' partners without problems
- Our activities are basically limited in time (the first step up to 6 months)
- We also participate in success and thus depend on achieving it,
- ...

The concept

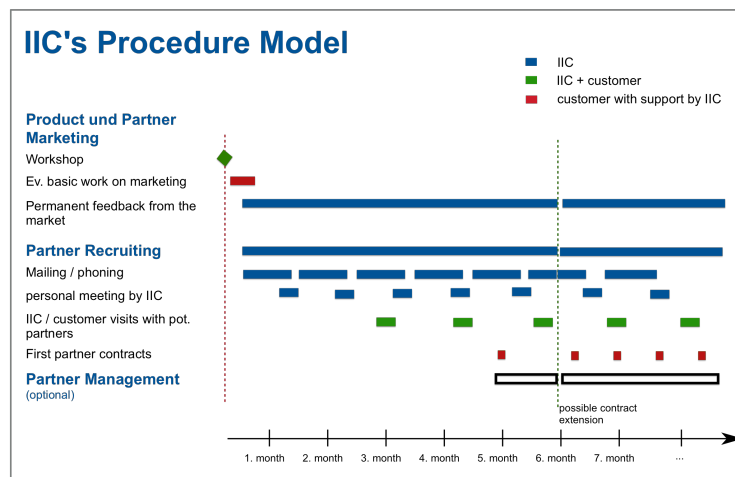
As neutral consultants we are organised in a “recruiting project” together with you, which is subject to the rules of project business (regular reporting, steering group, ...). Our aim is to gain partners for you in an efficient, successful manner. In order to reach this target we additionally mirror our results and findings from the market communication to you, so

as to develop, together with you, common modified communication if needed.

How do we finance our activities?

Our concept is based on 3 pillars: the first includes a fixed sum per month for the contract period and the 2 other pillars are pure success components. On the one hand a contract commission as soon as a partner signs a contract with you and on the other hand a participation in the licence sales over a period of 3 years after a company has become a partner.

-> a fair and acquisitive concept for both sides!



Germany	France	Italy	United Kingdom	Austria	Portugal	Hungary	Czech Republic
Switzerland	Spain	Rumania	Poland	Turkey	Tunisia	Marocco	Algeria