

Growing a Tech Business in ASIA

ASIA PACIFIC IRELAND BUSINESS FORUM



8th November 2019

Niall Norton, CEO

 OPENET



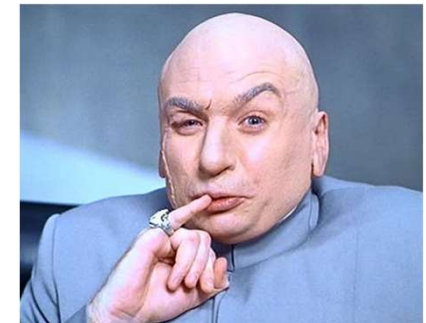
Introduction

Education

- School – Pres Bray / Newbridge College
- UCD – B.Comm 1987
- FCA

Industry Experience

- Solid Fuels (2 Years)
- Manufacturing (2 Years)
- Corporate Finance (3 Years)
- Wireless Operator (7 Years)
- Software (15 Years)





Introduction to Openet



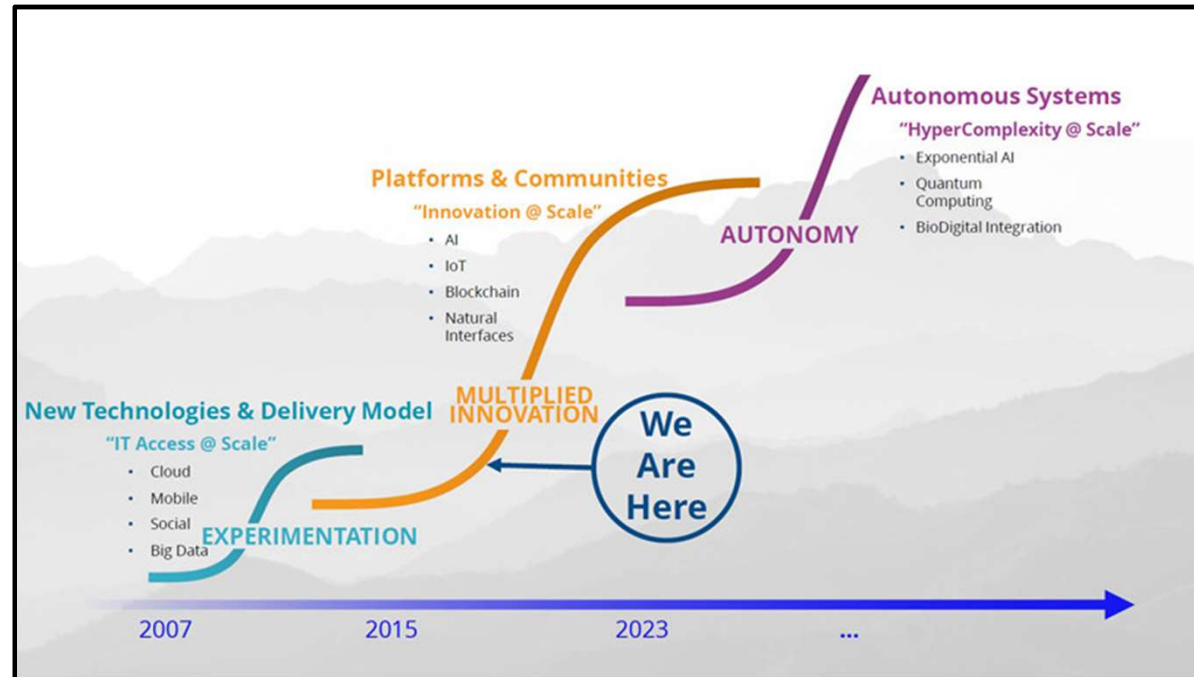
Openet is a leading “intelligent middleware” software company for telecoms operators. We have a 20 year heritage on real-time charging, policy, mediation/ data management



Our solutions enable telecoms ‘digital service providers’, innovate within a dynamic and unpredictable market, embrace new business models and to be winner in 5G business



We are enabling the next generation of business models that combines telecoms, internet and cloud to give our customers the fastest time to sustainable profits



Openet works with
8 of the TOP 10
Operators
in the World.

4 out of the top 6
Group Operators
in Europe use
Openet software

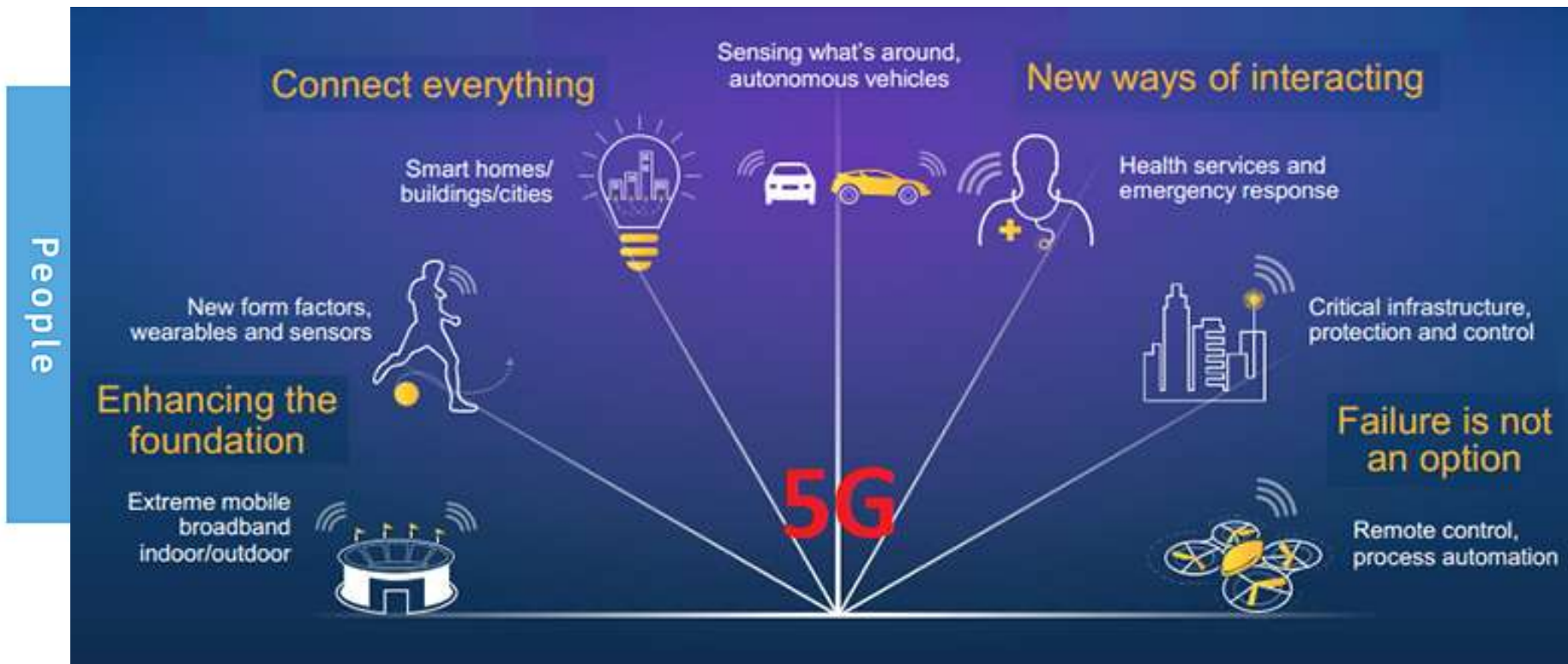
Openet – 1 Trillion Events per day
on Microsoft Azure
1,000,000,000,000

60% of MOBILE
DATA TRAFFIC
in North America
is processed by Openet

Openet Software:
Managing over
600 MILLION
mobile users



Openet Software
processes **20 Billion**
Events Per Day in
One Mobile Operator **20**
BILLION



From Traditional Telco to Digital Service Provider

Traditional Telco

Monetisation

Voice
Text
Data



Customer Engagement

Call centre
Shops



BSS

Closed
Expensive
Legacy



Focussed on needs and profits of mega-vendors



Digital Service Provider

Monetisation

Any new service
Content, banking
3rd party partnerships
Advertising



Customer Engagement

Omnichannel
Personalised
Automated and Intelligent



BSS

Open Digital Architecture
Cloud based
Agile



Focussed on digital service provider's business needs



Openet Customer Base - H1 2019



In Schumpeter's view, innovative entry by the disruptive forces of economic growth, eroding the value of established and labourers through the degree of monopoly from previous organizational, economic p

I saw a guy today
at Starbucks.
He had no
smartphone, tablet
or laptop. He just sat
there drinking
his coffee.
Like a psychopath.

This is a fact of business life in ASIA





Strategic aspects of our Asia Pacific Operation

- 250 Openet staff based in Asia Pacific
- 12 years of product development knowledge here in Asia
- Experienced teams covering Solutions Dev', Services & Support
- Strong technical skills gained working on Asian, EMEA, North & South American projects
- Key location for access to the rest of Asia/Australia/NZ
- Natural internal collaboration across all departments
- Time zone ahead of US & EMEA markets
- Language skills strong in English
- Steady flow of young educated talent into the company



Have a good idea... And then plan, plan, execute

The Openet logo, featuring a stylized 'O' icon followed by the word 'OPENET' in a sans-serif font.A close-up photograph of a hand holding a chess piece (a king) over a chessboard. The background is blurred, showing other chess pieces and a warm, golden light source.

“Where absolute superiority is not attainable, you must produce a relative one at the decisive point by making skilful use of what you have”

Karl von Clausewitz, “On War”, 1832

"Strategy without tactics is the slowest route to victory.

Tactics without Strategy is the noise before defeat."

Sun Tzu



Why Kuala Lumpur ?

Resources – Pool of qualified talent in ICT & Business Support Systems.

Communications- Business primarily in English but also Bahasa, Mandarin, Cantonese, Tamil, Japanese and many other languages spoken.

Transportation – KL is a transportation hub, easy to commute within Asia Pacific as well as to all International destinations. Low cost carrier “Air Asia” is based in KL, many international carriers use KL as a hub.

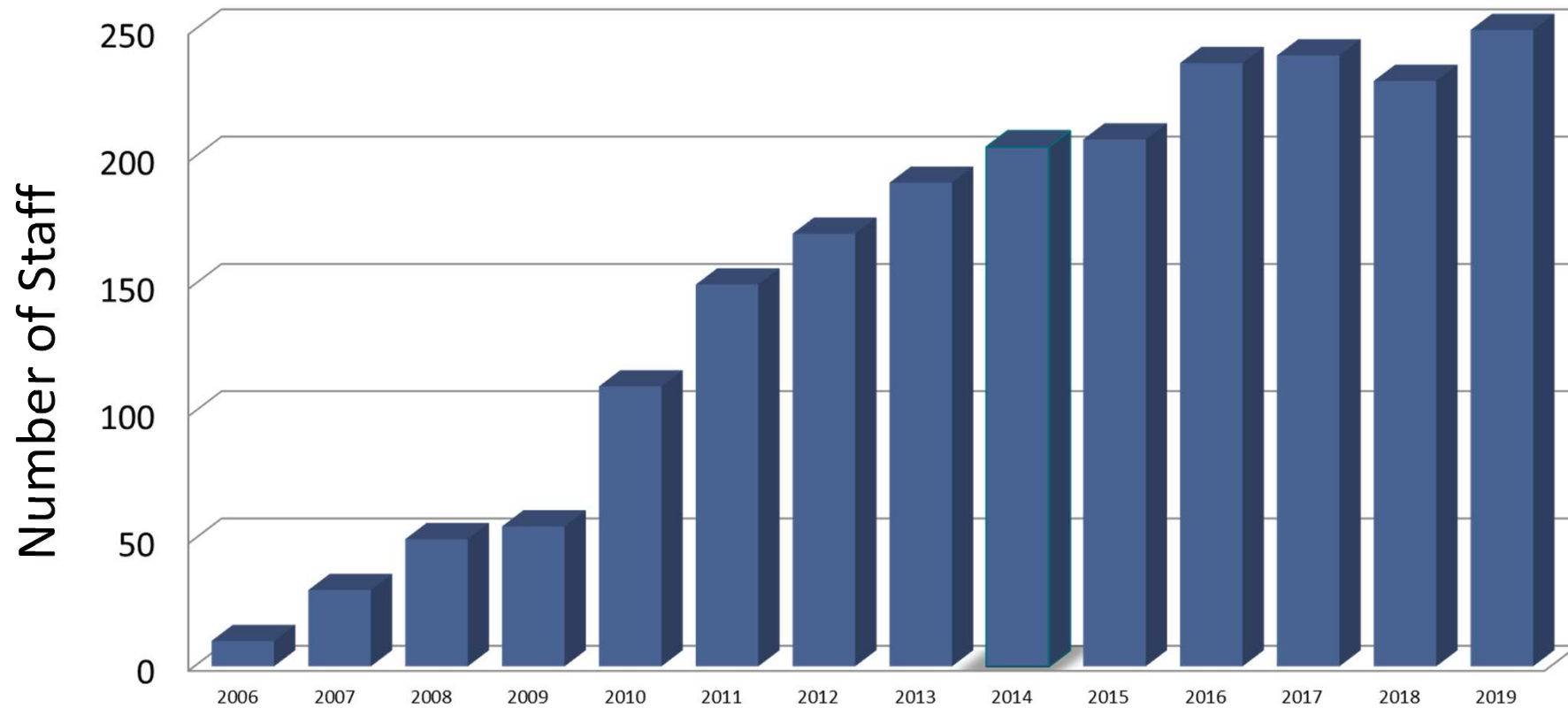
Regime – Political system is democratic, Legal system is based on British law which is familiar to us. Infrastructure is well developed and people drive on the left.

Cost – The overhead costs for doing business are lower in KL than Ireland , US , Singapore or Hong Kong.



Our people growth in APAC

Headcount Growth





Office Evolution



2006 five staff



2012 second floor added



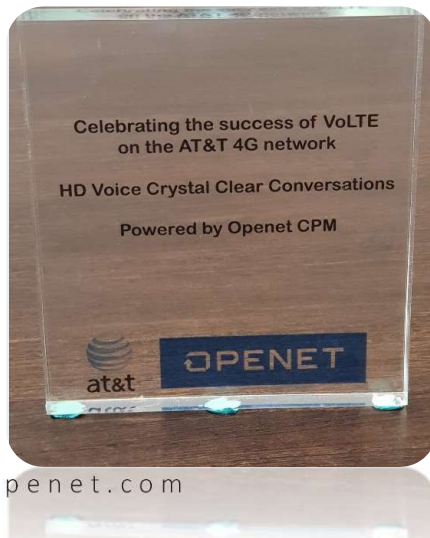
2009 significant office build out



2019 seating capacity for 270 staff



Industry Awards & Recognition for APAC



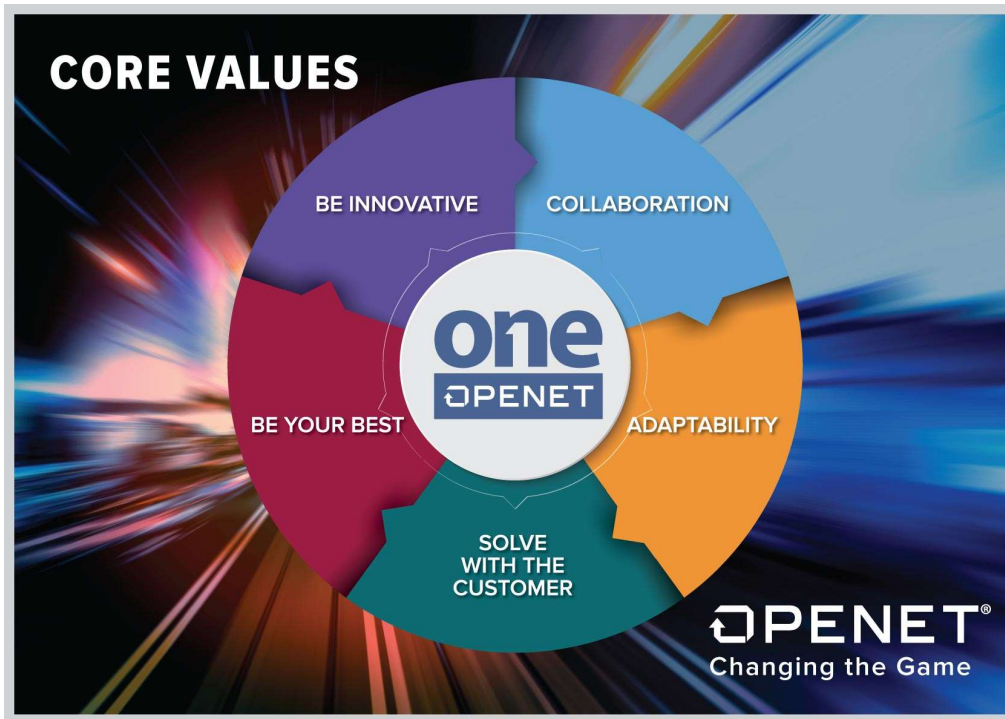
Its not Ireland... they do things differently in Asia



Lesson 1: There is no centre to a global company

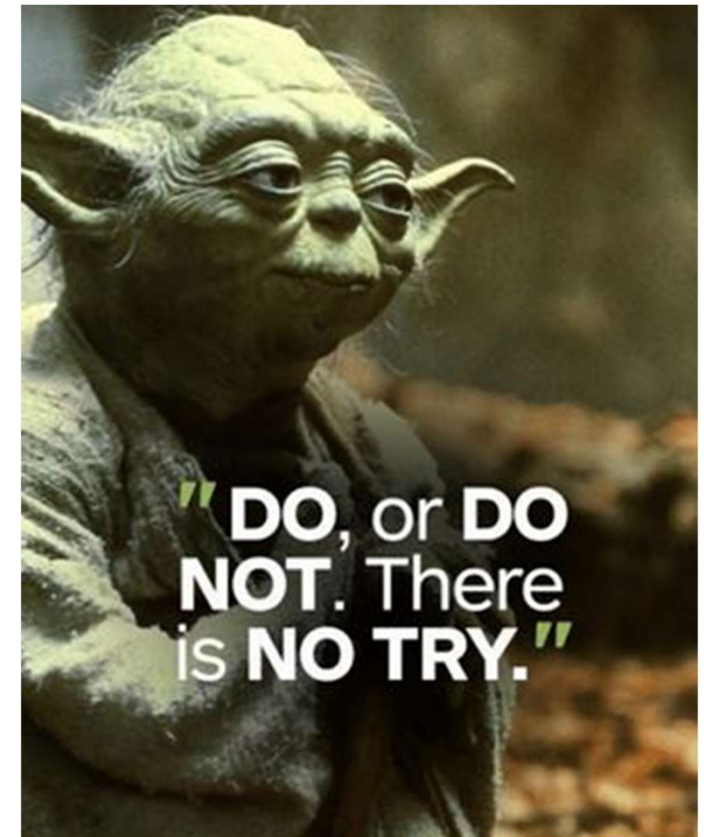
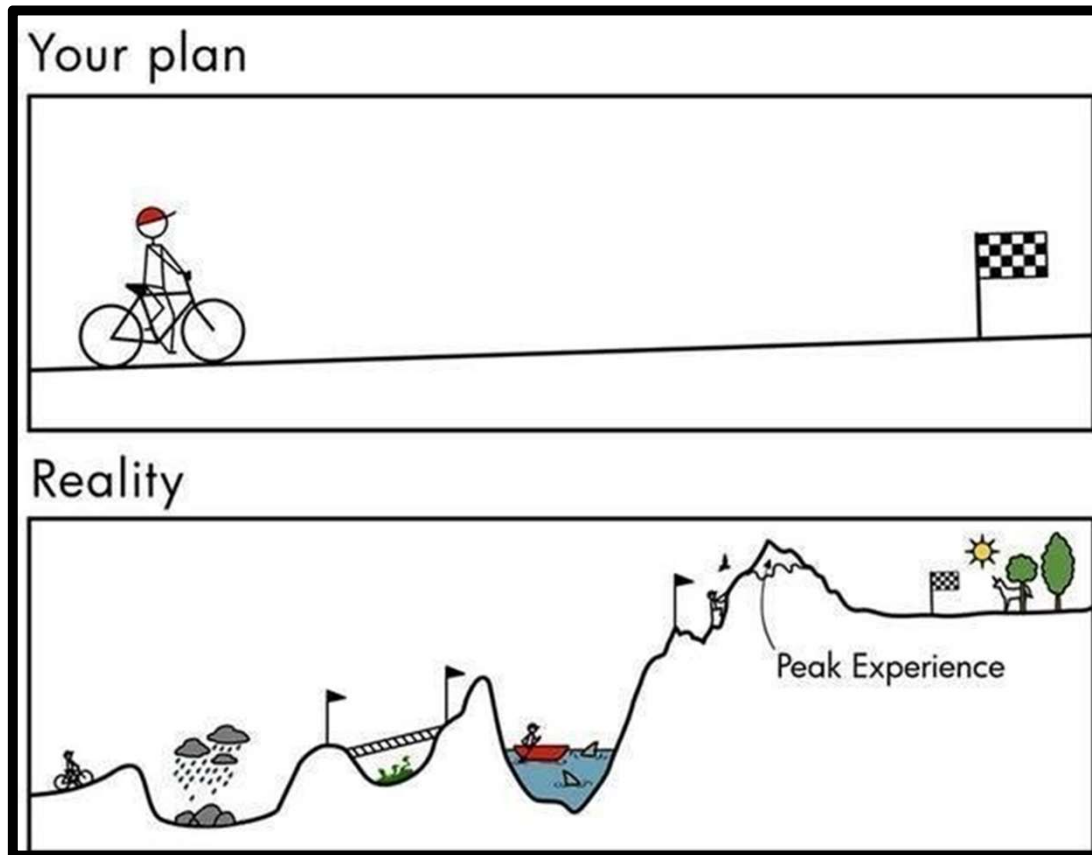


Lesson 2: Evolve your culture, invest in people



1. Asia is different, you must learn the differences and adapt your management accordingly. Talk is not cheap ! You must deliver on commitments made even in conversation
2. Culture is more reserved than in Ireland, if you have multiple international locations cultural differences must be understood and respected
3. Business relationships are important everywhere, in Asia there is no business without relationships. Trust is key to success and this can only be built with time and effort, you will have many long polite meetings to start with.
4. Unemployment in Malaysia is approx 3% so staff retention mechanisms are vital for any company to survive and thrive.
5. A long term business plan and strategy is required, showing commitment to the region is vital, unfortunately many companies come and go.

Lesson 3: Don't be discouraged... keep going

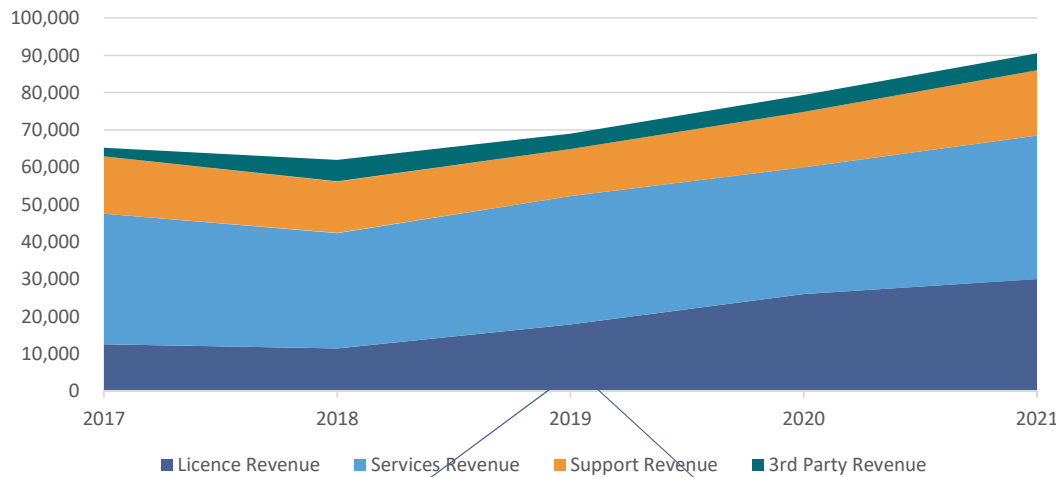


Lesson 4 : Get involved in the local community

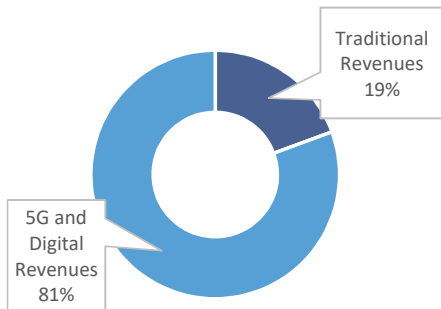


Lesson 5: You can build a culture to embrace change

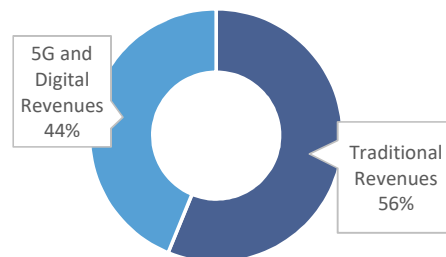
Openet revenue analysis 2017-21 €'000



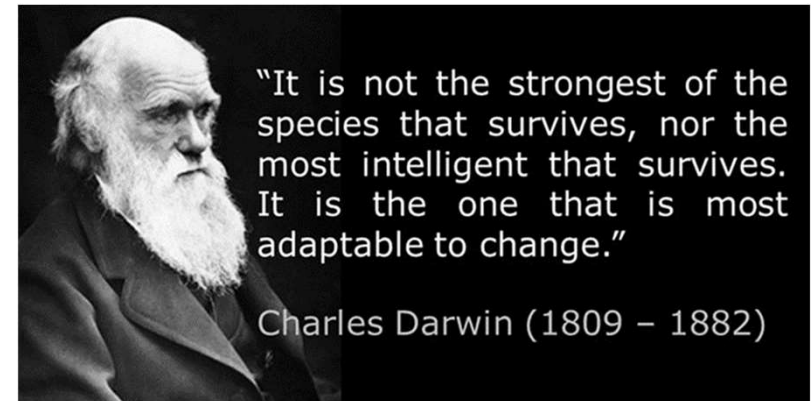
Licence



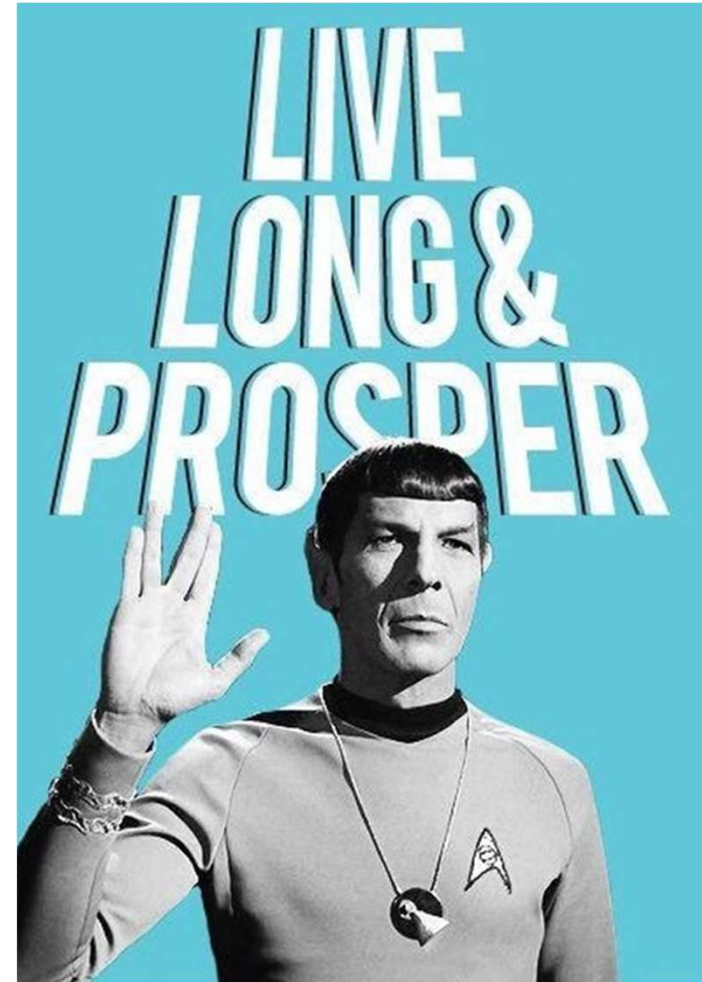
Total Revenue



- Industry changes in 2017/18 have been dramatic
- Investment in new 5G and Digital Engagement systems in 2017/18 paying sales success dividends (finally) in 2019
- Adaptability of our people, their skills and their brilliant mindset has been critical to our continued development



- APAC is a unique market – challenging commercially but full of potential
- You need to be here
- You need to build relationships with employees and customers
- Building a Tech business in ASIA requires a plan, multi-year commitment and great local people



 OPENET®

