

An underwater photograph showing two divers in silhouette against a bright blue background. Bubbles are visible around them, and some coral or seaweed is on the right side.

# Guiding Growing Companies to Profitability in Global Markets

## Market Entry Consulting Services for SMEs

Small and medium-sized enterprises (SMEs) have unique needs when it comes to international expansion and achieving profitability in global markets. PSD Global provides international business development, sales and marketing, corporate management and operations support to SME clients across many different industries, with special emphasis in the technology and telecommunications sectors.

Whether you are an international firm entering the North or South American markets, or a North American company looking to accelerate growth by expanding overseas, PSD Global has the network of contacts, proprietary methodology, market credibility and record of success necessary to accelerate your path to profitability and revenue growth.





### Strong Local Market Focus

Headquartered in Washington, DC with associate offices in Miami, Munich, New York, Toronto, Buenos Aires and Sao Paulo, PSD Global is well positioned to meet the needs of our clients across Europe as well as North and South America. Our local offices enable us to offer the personal touch we're known for, with our expert associates providing sector- and industry-specific contacts and valuable in-country expertise.

### Experienced Global Team

With experience working with organizations ranging from Global 1000 firms to SMEs and emerging start-ups, PSD Global offers a depth of industry expertise and a network of relationships:

- Software vendors
- US government contractors
- Corporate Boards
- Consulting firms
- Systems Integrators
- Business Associations
- Association Boards
- Energy companies
- Telecom carriers
- Government Agencies
- Fortune 500 companies
- Wireless/Mobile companies

So when it comes to international business strategy, government relations or marketing communications, you can count on PSD Global to bring the right combination of experience, relationships and industry affiliations to help you succeed.

### Diverse Expertise and the Right Connections

At PSD Global, we offer strong fundamental in-house support while at the same time accessing in-market expertise through our network of strategic partners. Our specific expertise includes:

- Business Development
- Government Contracts
- Marketing Communications
- Global Risk Services
- Sales+Management Training
- Executive Match-making
- Channel and Direct Sales
- Corporate Public Affairs
- Business Negotiation
- Trade Shows
- Cross-Cultural Training
- Government Contracts

### Our Services:

- Market Entry Strategy Development and Analysis
- Sales and Business Development
- Marketing Plan Implementation, Public Relations and Media/Analyst Management
- Partner, Reseller and Integrator Alliance Management
- Direct Business Representation – Local Office Openings
- Local Support Infrastructure Creation and Management
- Competitive and Strategic Analysis

### SME Project Case Studies

PSD Global has helped many growing companies meet their international expansion and revenue goals. Here are just a few examples of our recent successes:

- US network management software firm: Expansion into 25 countries
- Financial software firm in the business supply chain (ERP) sector: European market entry strategy, including an evaluation of potential partners, resellers, and integrators
- German wireless software firm: Comprehensive US office representation
- Brazilian facilities management IT solutions provider: US market-entry representation
- Major US multinational wireless company: Global executive-level secondary research assignment
- South African mobile messaging firm: Developed US presence within both the commercial and government sectors

### The PSD Global Difference:

- Local headquarters and 23 years experience in the Washington DC market and US East Coast
- Substantial record of success working with both individual corporations and economic development agencies
- Strong representation across North America with a local presence and network of contacts in regions around the globe
- Extensive network of executive level contacts across multiple industries
- Strong industry association relationships, with access to the Northern Virginia Technology Council, the British-American Business Council, the CTIA Organization and many others