



Proposed professional services

Exotake is a specialized professional service group with several affiliates and entities.

We are headquartered in Fort Lauderdale, Florida.

Our mission statement is clear: supporting providers in the Media Entertainment Technologies (M.E.T.) universe in developing business, establishing sales and managing recurring revenue streams in overseas markets including Latin America and South Europe.

We are specialists, operating exclusively in the M.E.T. segments of interest:

Acquisition and Production

Capture accessories, devices and Software
Metadata capture
Telecollaboration
Digital news solutions

Distribution and Delivery

Advertising | Analytics | Media sale solutions
Connected TV | Streaming Media devices
OTT | Hybrid | IPTV
Streaming media devices | Mobile TV apps
Content delivery Networks
Content Discovery Solutions
User Experience | GUI
Streaming | Webcasting
Test and measurement equipment | QoS

Management Systems

Digital asset management and storage
Digital Rights Management | Content Protection
Search | Metadata Software | Applications
Workflow Software and Solutions
Video Content Servers | Video Processing
IaaS | PaaS | SaaS for media delivery



Exotake is a pure play professional services company, differentiating ourselves from generic intermediaries and third parties.

We are NOT "consultants": we will not limit ourselves to supplying recommendations to you. We are tooled and skilled to carry out all the typical tasks of accomplished sales directors, product managers, account managers, developers.

We will work under strict exclusivity for you whenever a retainer is included in our agreement; under such circumstances your pipeline of opportunities will be considered exclusively yours and we pledge NEVER to introduce any of your direct competitors to the same opportunity we have been cultivating on your mandate.

Our strength lies in representing the technology supplier DIRECTLY, thus creating the necessary channel of trust with the buying prospects in the region.

We have almost 10 years of established operations in the LATAM region, counting on an extensive network of collaborators and partners.

We can scale our services to mirror your current situation as well as your pre-disposition to use channel partners, your penchant for international sales, your required degree of involvement and control you want to retain.

Follows a brief outline of a simple form of cooperation, designed to prepare the ground for your entry into new markets.

It is a retainer remunerated service.

The service family selected is Business Development, an encompassing service platform made to include marketability assessment, marketing, product localization, targeting a specific new market in a well-defined geographical and around specific prospect segments that your company wants to penetrate.

This form of cooperation can be extended in time as well as in territory depending on the results achieved, on the perceived need to raise awareness, on the presence of specific competitors in the area.



Services Offered

- business Development for your solution
- Marketability assessment of your product
- Possible roadshows , installation and follow up on Proofs Of Concept
- Dimensioning market size, forming , maintaining a pipeline of opportunities



Scope and Responsibilities

- We will raise awareness for your solution in the new market
- We emphasize the value arguments and enhance the appeal factor with local resellers, SIs, VaRs. .
- Exotake produces a complete business development effort. fully scoped , with milestones and periodic reporting



Territory

- Latin America : Choose country from the following List: Chile, Argentina, Brazil, Paraguay, Uruguay, Bolivia, Peru, Colombia, Ecuador Mexico
- Target customer segments: please indicate explicitly in your request



Remuneration

- Based on a professional services retainer, charged monthly, depending on the extent (number of required markets) of the business development effort and on the detailed scope of work agreed upon.
- NO commission is envisaged for the business development time of engagement. If Business Development results in cases won and sales realized you can upgrade to a retainer+commission mixed remuneration



Duration - Termination -Service evolution

- Minimum 6 months per market (country) required .
- Specific marketing event attendance fees as well as exhibitor's fees are charged separately.
- PoC, demo installation, local supporting of Demo systems needs to be quoted separately