



For growing companies

Proposed professional services: Retainer Marketing

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

We are headquartered in Fort Lauderdale, Florida.

Our mission statement is to support technology 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, namely:

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**



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Exotake is a pure play professional services company, thus 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 technical sales managers, sales directors, product managers, account managers, software 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.

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

Retainer Marketing is a *retainer remunerated service*.

The service family selected is MARKETING, targeting a specific new market and a well-defined geographical area 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

- Marketing and communications for your solution
- Direct attendance to selected events, gatherings and conferences representing your company directly, demonstrations of products and solutions localization of descriptions and material
- Possible roadshows, installation and follow up on Proofs Of Concept
- Public speaking and publication of articles in local languages



Scope and Responsibilities

- We will raise awareness for your solution through in the new market
- We emphasize the value arguments and enhance the appeal factor with local resellers, SIs, VaRs. .
- Exotake produces a complete S.W.O.T. analysis, an accurate estimation of the addressable market size by segment and a full customization of your company's message.



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 marketing effort and on the detailed scope of work agreed upon
- The last two monthly invoices can be applied towards a voucher if your company selects Exotake to carry out retainer based business development and sales services after the marketing services



Duration - Termination -Service evolution

- Minimum 6 months per market (country) required .
- Specific event attendance fees as well as exhibitor's fees are charged separately.