

# Helping you to strengthen your business in Europe



If you're a US or APAC based company in the Information Risk Management space then Acumin can help you develop your business in Europe. The intricacies of the European marketplace dictate that 'local' market knowledge and professional advice is essential in order to minimise the risk and maximise the success of a European Market Entry.

## How can Acumin help you?

### Acumin's extensive network and combined services can help you in a number of ways:

- Understand the current market conditions.
- Facilitate market due-diligence.
- Advise on the best strategic base location for your business.
- Identify key personnel to drive the business forward.
- Identify the key competitors
- Make personal introductions to;
  - *Strategic partners*
  - *Value Added Resellers*
  - *Value Added Distributors*
- Venture Capital Companies/Investors.
- Identify acquisition targets for strategic growth.

We have successfully managed market entries both directly with clients and via Venture Capitalists who trust our judgment in a fast moving and ever changing marketplace. In order to build the business successfully, recruiting capable and experienced leadership, with first-rate relationships is essential. This, along with precise timing maximises the chances of success and speeds up the process of gaining a foothold in lucrative European Markets. We have the track record and resources to ensure that the right foundations are in place so you can gain market share across EMEA and capitalise on the growth potential.

“The benefit for me of working with Acumin is that they are able to provide quality candidates across the breadth of CA's security and storage product portfolio - not many agencies can do that - you tend to find agencies that offer to service all areas of the business, but without the specialist, high quality candidates.

**Anthony Howe**  
Delivery Manager, UK  
CA

Acumin did a very good job of keeping everyone informed... I liked the professionalism of the resourcers - they pushed, but in a good way, which lead to my first interviews

**Jesper Frederiksen**  
Senior Director of Sales,  
Europe, Postini

Having had first hand experience of working with Acumin as a specialist recruitment company, I was impressed with their knowledge and approach. I had total confidence in retaining their services as a supplier and will continue to use them on an ongoing basis...They have an excellent candidate database and a commendable knowledge of key players within the industry.

**Simon Church**  
Vice President EMEA  
Verisign



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