

04

Not all big markets
are easy.



If you want to be
in a country...

**you probably
want to win.**

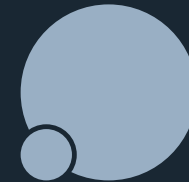


Two things to consider when **choosing a new market**



Operational Complexity

is it easy or is it hard?



Addressable Market

is it small or big?

Operational Complexity



Country Potential

Addressable Market



of Target Prospects
(1-2000 employees)



Pro Services
Technology
Marketing Agencies



of Users
(CRM)



Average
Sale Price



Country Potential

Iberia

France

UK

Japan

DACH

China

US

Putting it all together: Country Potential and Complexity

