



**A E X U S**

Established in 2000, Aexus is a 60+ people tech & software sales and marketing organization, covering the European market from offices and hubs in Arnhem, Amsterdam, Eindhoven, Düsseldorf, Prague, London, Barcelona and Fairfax, VA.

As the leading European sales and business development company, Aexus is entirely focused on the marketing and sales of innovative IT solutions and services. Acting as a dedicated end to end sales and business development partner, we have a proven track record in supporting scale-ups from all over the world with their expansion or initial foothold in the Benelux, UK, Nordics, DACH-region, C-/E-Europe, S-Europe and the United States. Setting up distribution channels, initiating new sales cycles, accelerating sales processes and creating inbound marketing materials are our core activities.

## **MORE EFFECTIVE**

Aexus is run by professionals, who have extensive experience in the European and American markets and a strong network of contacts at various enterprises. Also, we know the corporate culture and background of many of these organizations and speak the relevant languages.

## **FASTER**

Hiring or allocating new staff, training them and waiting for them to obtain the appropriate contacts and become acquainted with the market “specifics” will be a lengthy process. Aexus is ready to start business development activities for tech and software companies in Europe and the United States immediately. Furthermore, we have direct access to the right contacts.

## **LOWER COSTS**

Hiring dedicated staff to take care of your local business is costly, whereas the return on investment is still unknown. Aexus charges a fixed fee + commission for its services. The retainer is low – it merely serves to cover Aexus for skilling up and research requirements. The benefit for Aexus is only realized when the specific goals have been achieved and business has been won. In any case, your costs in both relative and absolute terms will always be many times lower than if you allocated / hired your own staff or opened your own offices in the relevant markets.

## **LOWER RISK**

Aexus is working with its partners in the most flexible manner possible. By working with Aexus, you are able to “test” the market in the specified areas and wait with big, direct investments (e.g. opening your own office, extending your direct sales force) until your business is mature enough, thereby minimizing your exposure to risk.

## KEY VERTICALS

- › Telecom and Utilities
- › Banking, Insurance and Finance
- › Publishing & Media
- › Retail and e-Commerce
- › Health Care
- › Manufacturing
- › Logistics
- › Government & Education

## KEY GEOGRAPHIES

- › Benelux (Belgium, Netherlands, Luxembourg)
- › DACH region (Germany, Austria, Switzerland)
- › Southern-Europe (Spain, Portugal, Italy)
- › Eastern-Europe (Czech Republic, Slovakia, Slovenia, Poland, Hungary)
- › Nordics (Norway, Sweden, Denmark, Finland)
- › United Kingdom & Ireland
- › United States of America

## CONTACT US

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