

Analyst offers speedy set-up

Simon Hayes
□ Analysts

LOCAL analyst APT Strategies has tapped a new revenue source, and plans to broaden its existing research business.

A new division will speed overseas technology companies' entry into Australia.

APT Strategies — previously part of a joint venture with US analyst Jupiter Communications — has already picked up four clients for its accelerator service, which helps foreign firms set up offices and develop businesses in the Asia-Pacific region.

The signings include veteran privacy company Anonymizer.com, financial infomedary WallStreetDirect.com, imaging technology firm Zoomify and online marketplace IMediation.

APT managing director Marc Phil-

lips said the firm offered more than traditional technology incubators.

"An accelerator takes a proven business that has been around for three to four years and typically has had two to three rounds of financing into international expansion," he said. "We have research to give them insights, as well as access to a network of contacts."

Mr Phillips said services offered by the firm included providing information on local labour laws and business customs, helping recruit senior staff, and giving advice on how local joint venture and distribution deals should be structured.

"Overseas companies see Asia as a disparate and culturally confusing place, and they want a one-stop solution," he said.

"Our consultants are more than just printing presses — they provide

strategic advice more than retrospective research."

The accelerator service gave APT the opportunity to break out of the increasingly crowded pure analysis market, he said.

APT Strategies is one of a handful of local analyst firms in an area dominated by US operations.

Foreign firms with an Australian presence include IDC, Gartner, META Group, Yankee Group, Jupiter Communications and AC Nielsen — which recently acquired local analyst www.consult.

Mr Phillips said setting up shop in the Asia Pacific region showed venture capitalists the company could expand its business model outside its home market.



www.aptstrategies.com.au

Insights: Mr Phillips