



CompuStream

International Business Development Firm

COMPUSTREAM CONSULTORIA LTDA.





CompuStream is an outsourced business development firm dedicated to assist technology companies worldwide to generate sales and establish or enhance their presence in Brazil by developing a cogent strategy, target the right partners and form successful business relationships.

Services

CompuStream is a very focused and result oriented outsourced firm that provides a set of business development services specifically for computer software, hardware and telecommunications suppliers interested in establishing or enhancing their presence in Brazil.

Those business developments services are constituted of:

- [Market Assessment](#)
- [Partnership Development](#)
- [Local Representation](#)

Our approach

Many corporations engage CompuStream to provide an initial market assessment and recommendation concerning the revenue potential, recommended market entry scenario, local taxation issues and required organization.

Alternatively, clients with a clear market entry imperative move directly to a full business development project to recruit distribution partners, strategic customers and investors.

For companies that have already built a presence in Brazil, but have grown dissatisfied with its market performance, CompuStream assists in analyzing the existing Distributor structure and negotiates realignment or incremental partnerships to drive sales growth.

We can also provide complete infrastructure with bilingual personnel, up-to-date office equipment, internet service among other facilities, and represents the company and its products, creating the sales and marketing strategies, generating sales and helping on the import, logistics and distribution.

CompuStream works with clients of every size, from venture-funded start-ups to world-renowned corporations.





Market Assessment

CompuStream conducts market assessments to help clients gain a better understanding of potential market opportunities, the competitive landscape, and market entry options.

Market assessment approach

Project deliverables include a comprehensive market research report with the most accurate, highest quality, up-to-date, unbiased business intelligence.

CompuStream's Market Assessment helps clients develop a congenit strategy, target the right partners and form successful business relationships.

All market research content is verified with public records and the company itself so it is as fresh as possible.

Partnership Development

CompuStream helps its clients to find, engage and negotiate the best possible partnerships through which to enter the Brazilian market.

Partnership development approach

CompuStream brings a wealth of experience and expertise in partnership development to the table, including a comprehensive network of high-level Technology and Telecom industry contacts, the understanding of Brazilian business practices, expertise in international contract negotiations and complete bicultural capabilities.

One important deliverable of this service is to learn if a company truly exists, what its trade practices have been in recent years, what its payment records are, if they infringed on another company's Intellectual Property, etc. The correct information can mitigate our client risk in doing business by revealing their potential partner's business history. This will help in saving them from defaulted payments, illegally copied products, and from making the wrong partner choice.

Local Representation

CompuStream can be a business center for companies which do not have a structure of their own in Brazil, and wish to have one.





CompuStream provides complete infrastructure with bilingual personnel, up-to-date office equipment, internet service among other facilities, and represents the company and its products, creating the sales and marketing strategies, generating sales and helping on the import, logistics and distribution.

Local Representation Approach

CompuStream reputable experience in Latin America Market Entry, Strategy Formulation, and Technology and Telecommunication markets, positions CompuStream as a consulting company with an in-depth understanding of the opportunities and limitations of the region, therefore providing its customers with proper growth strategies.

Our clients are companies with limited overseas market experience/exposure or financial and manpower restraints, that rely on us to help develop their market and sell their products.

Due to our history of successful partnership development, CompuStream can help maximize your local effectiveness. We understand the skill necessary for resellers to be successful, and the structure necessary to minimize your company's support burden.

Moreover, CompuStream incorporated ISO/IEC 17799:2005 Security Standard which contains best practice guidance to help protect the confidentiality, integrity and availability of our client's information, a touchstone for effectively ensuring compliance with data protection, privacy and information misuse

About CompuStream

CompuStream started its operations on May 5th, 2000 as a consulting firm mainly focused on creating and implementing innovative business strategies for companies interested in exploring new ways to compete in a market transformed by technology.

After few, but very successful Strategy Formulation and implementation projects for international computer (hardware and software) companies interested in expanding their presence in Latin America, the path was set to change our own strategy so, in 2002, we added to our service portfolio the International Representation services.

By 2008, we decided to start investing and applying our know-how in the development and management of our own web sales and services portals adding a new set of services to our portfolio; Web services...





This led us to understand why we are doing all this; staying on top of our industry was not enough anymore; we aim to inspire others. To achieve that, in 2009, we introduced what we call internally our 360° set of combined services: International Representation, Strategy Formulation Consulting and Web services.

We believe that “Quality is more important than Quantity” so we assume few projects a year, concentrating on delivering tailor-made services to our customers, and guarantying the success of their venture.

Also, our focus in one Latin American Country, Brazil, positions CompuStream as a company with an in-depth understanding of the opportunities and limitations of the region, therefore providing our customers with proper growth strategies.

Based on the knowledge gathered on the projects delivered during all those years of business in Brazil, we have the network, the experience, and the expertise necessary to help maximize our client opportunity in one of the largest technology and telecommunication market in the world.

Moreover, CompuStream incorporated ISO/IEC 17799:2005 Security Standard witch contains best practice guidance to help protect the confidentiality, integrity and availability of our client's information, a touchstone for effectively ensuring compliance with data protection, privacy and information misuse regulations.

Contact us and discover what we have to offer you!

www.compustream.com.br

compustream@compustream.com.br

Phone/ Fax: +55-11-5096-2704

