

COMPANY PROFILE

Strategize . Organize . Globalize

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ATNGLOBAL[®]
Taking Innovations to World Markets



WHO WE ARE?

We are a management consulting company helping businesses take their innovative products and services to world markets.

We help businesses transform into global companies through our consulting services for Digital Strategy, Sales, Marketing, Process Automation, Operations, Finance, Mergers & Acquisitions.

We believe in measurable results where our services give proven multiplier effect to business.

OUR PRESENCE



JOURNEY SO FAR

2007

Incorporation as Sales and Marketing Company

2008

India Representation for Comart Systems, Korea. (CCTV Cameras, DVR.
India Representation for Hyundai Home Automation, Korea (Video Door Phone)

2012

Setup ATN Global Inc, Korea (Subsidiary)
Selected by SEOUL City Government as Specialist (ATN Global Korea provided
Incubation at Yeouido Global Business Center, Seoul)
- Korea, Japan Sales Representation for Pathpartner, India
- APAC Sales representation for Sanovi (Now IBM Company)

2013

India Sales and Market Representation for ATID Co.,Ltd, Korea
USA Lead Gen engagement with Sanovi
USA, Europe Sales Representation for Megacast

2015

JV (Joint Venture) with ATID Korea to Setup Captive INDIA R&D
Centre (Enterprise PDA, RFID / Barcode Reader Development)
Start of HAUTCARD Project – A Digital Business Card for SALES
and MARKETING Professionals.

2017

LeadGen Agreement with EduSports, Bangalore.
Sales Representation for CaptiveAid – USA and EUROPE Market.

2019

- Transformed as Data Analytics Driven MANAGEMENT CONSULTING company.
- WissenMeer, Japan provided with Product Consulting.
- Digital Transformation Projects Initiated (FIAT, India, AD India,
Ultratech Cements)

WE TRANSFORMED FROM A TECHNOLOGY SALES & MARKETING
COMPANY
TO
MANAGEMENT CONSULTING COMPANY

NOW HELPING COMPANIES CHOOSE RIGHT DIGITAL TECHNOLOGY
STRATEGY FOR ALL ASPECTS OF BUSINESS.

2007 ~ 2018

Technology
Sales &
Marketing



2019 ~

Management
Consulting

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Yeouido Global Business Center Opening



Yeouido Global Business Center Opening

FIRST INDIAN COMPANY INCUBATED BY SEOUL CITY
GOVERNMENT OF KOREA (2012)





WHAT WE DO

BUSINESS SUPPORT

- Market Research
- Business Strategy
- Digital Marketing
- Sales Representation (SO, SO+)

ADVISORY

- Digital Transformation Consulting
- Cyber Security
- Quality Management
- Risk Management

AUDIT

- Physical Asset
- Finance
- Environment
- Infrastructure

STARTUPS

We support start-ups with customized services based on their core domain and technology focus.

Our services ensure that investment towards products or services are rightly gauged with a clear balance to INNOVATION and realistic market feasibility and RoI. We work closely with start-ups to define product strategy and roadmap.

BUSINESS SUPPORT

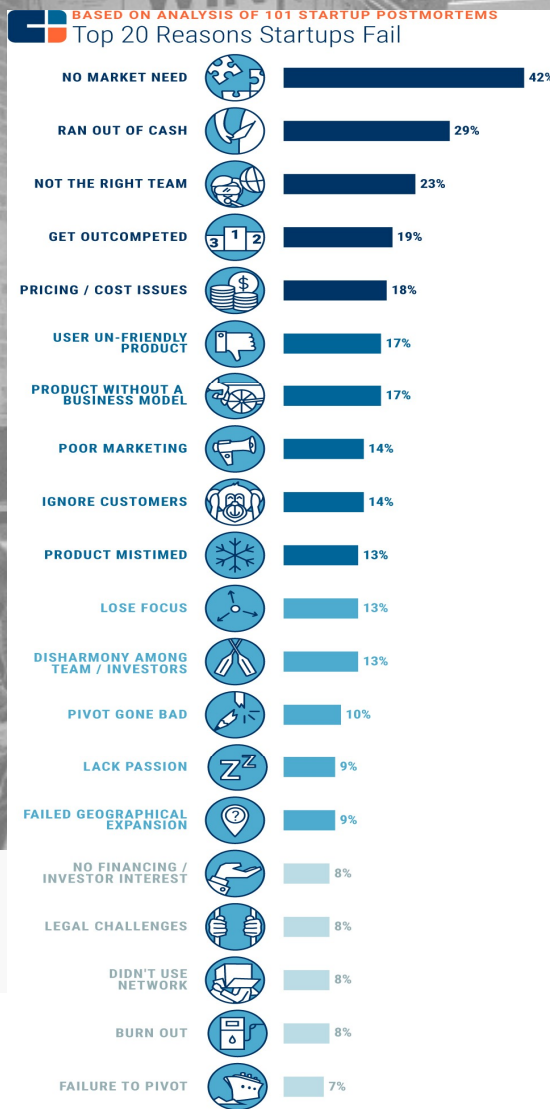
- Market Research
- Go To Market Strategy
- Sales Representation
 - Sales Office
 - Sales Office Plus

ADVISORY

- Product Design & Roadmap
- Cybersecurity
- Data Compliances
- Quality
- Risk

AUDIT

- Finance
- Physical Asset



SME | LARGE | GOVERNMENT

Services are designed to

- Help find and retain customers.
- Plan finances for your business to sustain market dynamics.
- Develop and update strategies so business remains relevant to market.
- Support hiring and retaining good employees at reasonable wages.
- Ensure optimal productivity or performance improvement.
- Get required capital for your projects.

BUSINESS SUPPORT

- Market Research
- Corporate Strategy
- Performance Improvement
- Sales & Marketing
- Sales Representation
 - Sales Office
 - Sales Office Plus

ADVISORY

- Digital Transformation Consulting
- Cybersecurity
- Data Compliances
- Quality
- Risk

AUDIT

- Finance
- Physical Asset
- Environmental
- Infrastructure

ADVANTAGES WORKING WITH US

FOR	IN HOUSE	ATN GLOBAL
CEO's	Need focused effort to continuously monitor competition (Research) and keep updating product while educating teams and managing operations. Often, it is difficult to manage teams and culture leaving less time for research or brand promotion.	CEO's can focus on product innovation while ATN Global support sales with our experience, strategy, brand, digital marketing, market research for competition, pricing etc. Extend new territories overseas without large upfront investment (\$\$ Revenues).
MARKETING	Marketing Heads often need real data to strategize and plan. Teams are very often under pressure for demand generation and always need helping hands.	Helps marketing teams set standards and best practices for efficiency and assured results. Support with qualified market research focused towards product / service, digital marketing and brand management.
SALES	Meeting revenue targets is primary goal. Leaning towards analytical approach and account research and connects is rarely possible.	Sets efficient process based on historical (time series data) or real time data so sales force is efficient and spend time in closures rather than research or cold calling contacts.
OPERATIONS	Process inefficiency often leads to project delays and impact budgets.	Helps align internal process and operations to one direction that is to attain key objectives. Our Performance Improvement programs helps companies achieve intended results.
ASSET AUDIT	Physical audit often is time consuming and key resources are often locked from all activities.	Helps set-up RFID & Beacon assisted SaaS (Asset MX) as service with quarterly physical audit. Data is updated to hosted cloud and available over mobile and web with 24/7 availability.
TECHNOLOGY	Technology teams are often burdened with managing business. Any new technology adoption is considered risky proposition as it directly impacts company operations and revenues.	Backed by experience driving technology initiatives across world since 2007. We help align business objectives with technology initiatives and recommend a step by step approach to ensure seamless integration to eco-system.
FINANCE	Ensuring financial health and sustenance is most critical for business. Local compliances and regulations often bring additional burden to teams.	Helps in comprehensive services including financial accounting and audit with reporting as per standards. Project reports or forecast are highly analytics driven.



THANK YOU

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