

# ADG Cloud Landing Program

An all-in-one cloud solution to leverage ADG to service your China customers in a matter of months, not years

## Enter China the way you want with the control you need

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Global 2000 enterprise companies are demanding that their enterprise cloud service vendors support them in China. For companies with cloud platforms or data centers, finding a way to do this quickly and compliantly is almost impossible without a new approach.

Today, many companies wrongly believe that the only way to service their customers in China means selecting the best of bad choices. Most companies are not ready to spend years and invest millions to enter a market that is difficult and unproven. Few are ready or willing to form a joint venture, hand over the reins to a Chinese partner or enter into a risky legal structure in order to obtain a required license.

But shouldn't there be a better way? One that's faster, compliant and allows you to maintain and operate your products and infrastructure — all without building an IT team in China. One that keeps you from signing an exclusive operating agreement, allowing you to stick to your vision and values in the Chinese market without wrestling with cultural and communication challenges.

If the market proves out, you will invest more, but for now you need a quick, cost-effective and complete solution.

## Turn “It depends.” into “We can do it together.”

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American-owned ADG provides a complete co-managed market entry solution allowing you to service your customers in China on your terms.

- Build, design and deploy a cloud without a team in China
- Get up and running in months instead of years
- Reduce your investment and execution risk
- Stay compliant and confident
- Maintain full control over your IP
- Invest more when it makes sense
- Collect CNY and get paid globally in USD
- Maintain the option to take your business in your preferred direction

## Who is the solution specifically developed for?

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- Companies that require cloud or IT deployment in China to service their customers
- Companies looking to avoid putting local resources on the ground in China
- Companies with an urgent need to be up and running quickly to service existing demand
- Companies that want to deploy and operate their own product and platform using their global IT team (with local help only where needed)
- Companies in need of an experienced third-party operator that will share the risk in China’s complex regulatory environment



## Why ADG?

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Since 2001, ADG has helped western companies build and operate technology companies in China by offering fully or co-managed solutions.

Partnering with ADG gives you access to our 20+ years of experience working with more than 2,000 relationships in the Chinese ecosystem, including cloud operators, local IT service providers, investors, solution integrators, distributors and resellers.

ADG has pioneered unique hybrid solutions customizing the roles and responsibilities for its clients according to our capabilities and their needs.

ADG knows the complete picture of what it takes to get from 0 to 1 in China as well as how to successfully operate and grow companies in the Chinese market. When speciality expertise is needed, ADG can bring in the right qualified partners to fill in the gaps.

# How it works – simply speaking

ADG's unique hybrid partnering model is designed to give you the most efficient way of entering China. We will develop and recommend a customized partnership model to support your objectives, timelines and budgets. From getting internal support to launching in the market, we work with you throughout the entire process.

Our primary responsibilities include the oversight, management, business and compliance of activities inside China. You can focus on what you do best: building and maintaining your product and platform - the way you want.

## **The key takeaway**

In all circumstances, the key strategic, business and investment decisions remain with you.

To get started, ADG will recommend the most efficient IT and entry models that can provide a compliant entry path to meet your strategy. The models will be reviewed by counsel for overall legality, licensing requirements, cross-border data, personal data and cybersecurity requirements.

Once the entry model has been selected, your team will lead the deployment and operations of your China product and platform that will run within the ADG's China cloud account. ADG has existing partnerships with all of the leading cloud platforms including AWS, Alibaba and Tencent.

If there are localization needs or technical challenges to overcome, ADG can quickly reach out to our network of qualified third-party IT partners that specialize in working with global companies landing in China.

## **The key takeaway**

Without the need to hire a single local IT engineer, you'll be able to successfully deploy your product commercially in China while maintaining control and security.

It is critical that your IP remains safe and in your control. Where circumstances require your IP to be brought into China, ADG will act as your Trust Partner to use and protect your IP strictly according to your direction. And when compliance requirements shift, ADG will work with you and your lawyers to identify any changes, like EULAs, user content forms and terms and conditions.

## **The key takeaway**

Our co-managed solution means we take care of the heavy lifting in China while giving you the support and guidance necessary to execute the strategy and support your customers' needs.



# ADG products and services

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Whether you prefer a staged entry, a full cloud landing or something in between, ADG provides customized solutions to help you close the knowledge gap, save time and investment and navigate China with confidence.

- Cloud entry model advisory
- Cloud viability and POC in advance of entry
- Market validation and feasibility studies
- Cybersecurity and MLPS programs
- Go-to-market planning
- Recruiting and employer of record (EOR)
- Regulatory support and application filings
- Outsourced and managed business building activities
- Business and partner development, enablement and management
- Short or long-term operations

## What our clients say

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“ADG was introduced by our PE investors. I didn’t appreciate how much help we needed in China. They were willing to do whatever it took to make us successful. ADG helped save us from many costly mistakes and got us to market faster than I anticipated.”

- Steve Walden, EVP Business Development, Alteryx

“ADG has been instrumental in developing our cooperation with leading China customers and partners positioning us with the right teams and decision makers across these large organizations.”

- Cristian Parinno, VP, Canonical/Ubuntu

“I thought it would be difficult to launch in China but it was far more complex than I imagined. ADG provided on-the-ground guidance and had us up and running and generating revenue quickly. ADG saved us years.”

- Brian Lee, COO, GraphPad/Dotmatics

“ADG has been a remarkable China operating partner, resulting in major software licensing deals with tier 1 China customers and our acquisition by Alibaba’s Alipay, Ant. We wouldn’t be where we are today without ADG in China.”

- Toby Rush, CEO, EyeVerify, Zoloz, Ant



## The ADG difference



Ability to maintain and control your level of investment



No long-term commitment so you keep future optionality



ADG and co-managed programs to solve complex issues in one place



Access to 20+ years of experience, more than 2,000 Chinese ecosystem partners and detailed expertise



Trusted solutions that don't require joint ventures or complex permanent relationships

## The bottom line

With ADG's step-by-step guidance and quick implementation, you'll spend less time and money while keeping full control over your strategy, IP and product - with or without any team or resources in China. You'll be a player in every bid and a truly global partner for your existing clients.

Turn China's unique cultural, legal and regulatory environment from an obstacle into your advantage. Contact ADG today to start entering China the way you want - with the control you need.

**ADG**  
ALLIANCE DEVELOPMENT GROUP

**Interested in building and executing your own winning strategy in China?**

**Reach out to us at today.**

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