



## **North American Market Entry – ICW Case Study**

By Joel Pekay

In my last post, we shared how to create a Go to Market Strategy. Now, we'd like to share how this approach helped a company grow and expand.

International Compliance Workshop (ICW) – [www.icw.io](http://www.icw.io) – is a Hong Kong-based provider of a patented SaaS tool for compliance information and workflow management. ICW helps retailers, brands and buying offices improve supply chain compliance and product quality with big data technology.

Scuderia Partners partnered with ICW to enter the North American market. The process included:

1. Developing a Go to Market Strategy
2. Creating a Prospect List
3. Implementing the strategy which included
  - Generating awareness
  - Contacting prospects
  - Conducting ongoing market development

Shortly after implementing the strategy and associated tactics, we had our first big win – a global retailer based in the United States selected ICW to drive the global supply chain process with data collection and management. As the retailer learned to harness the power of ICW's system, the client opted to expand usage into additional product categories. Today, the system supports more than 3,000 suppliers through a single- sourced web-based platform that simultaneously brings together global and regional testing, inspection, and certification companies.

“By partnering with Scuderia Partners, we were able to provide local representation while allowing rapid growth and expansion,” said Gary Lam, President and Chief Executive Officer of ICW. “We achieved immediate success with our first global retailer, which continues to grow and expand today. And we were able to do this while maintaining our key focus – supporting our clients.”

Today, Scuderia Partners continues to help ICW expand in the North American market by working with retailers, brands, manufacturers, and suppliers. We continue to bring in additional team members in North America and Europe to help ICW grow.

To learn more about [ICW](http://www.icw.io), or how Scuderia Partners can help your business grow, contact us today at 312-848-1602.

### **About Scuderia Partners LLC**

Scuderia Partners provides businesses an outsourced team with expertise in developing and growing revenue through sales and marketing. We work across the customer life cycle, from acquisition to engagement to retention, to build stronger customer connections.

Scuderia Partners represents global, national, regional, and local businesses looking to expand in the North American market. We do this by building your brand, prospecting, outreach, sales, and ongoing customer management. Throughout the process, we build a scalable approach for continued success.