



PUERTO RICO
TELECOM
CONFERENCE 2011
THE NEW FUTURE

November 9, 2011 | Conrad San Juan Condado Plaza

Operating a Local Company within Global Markets

Abelardo M. Ruiz

Executive Vice President, Integration Technologies Corp.

What Is Globalization?

Definition Concepts

- Breaking the Geographic Barriers
- Entering New Markets
- Economic Integration utilizing Communication Technologies
- Increased communication to provide products/services and Capital among others in a more rapid way via the use of Technology/Telecommunications Tools
- International Treaties to allow ease of "Doing Business"



Hurdles/Obstacles for Success

What to watch out for?

- CAPITAL, CAPITAL, CAPITAL
- Lack of Effective Promotion from Government
- “One owner Syndrome”
- Not enough Technical Expertise
- “Do it on my Own”
- Incur in Debt that would hinder its ability to perform
- Agreeing on a “Global Strategy” and Executing the Strategy
- Objectively evaluate if the organization is capable of going “Global”
- Global competition from much larger companies



From Local to Global

Local Company Insert itself within Global Markets

PUERTO RICO
TELECOM
CONFERENCE 2011
THE NEW FUTURE

- Product/Service/Expertise for value and differentiation
- Worldwide Manufacturer Alliances/partnerships
- Solid & Profitable local Business Volume
- Effective Organizational Structure
- Technical Certifications = Knowledge/Expertise = Credibility & Confidence
- Utilization of Information Technology/Telecom as the “Most Important Factor” for Global Market Growth
- Providing “Best Practices” of Services that allow to communicate with the rest of the world
(One Common Language)



Success in Global Markets

Requirements for Local Companies in Global Markets

PUERTO RICO
TELECOM
CONFERENCE 2011
THE NEW FUTURE

- CAPITAL, CAPITAL, CAPITAL
- Solid Financial statements (Balance Sheet, P&L, Cash Flow)
- Management Team of Excellence
 - “New Ways of Doing Business”
 - “Think Big Out of The Box”
- Certifications from Worldwide Manufacturers to do business in “The New Territory”
- Recruiting/Hiring local resources
- Ability to provide services and consulting remotely via effective Information Technology



Success in Global Markets

Requirements for Local Companies in Global Markets^{Cont.}

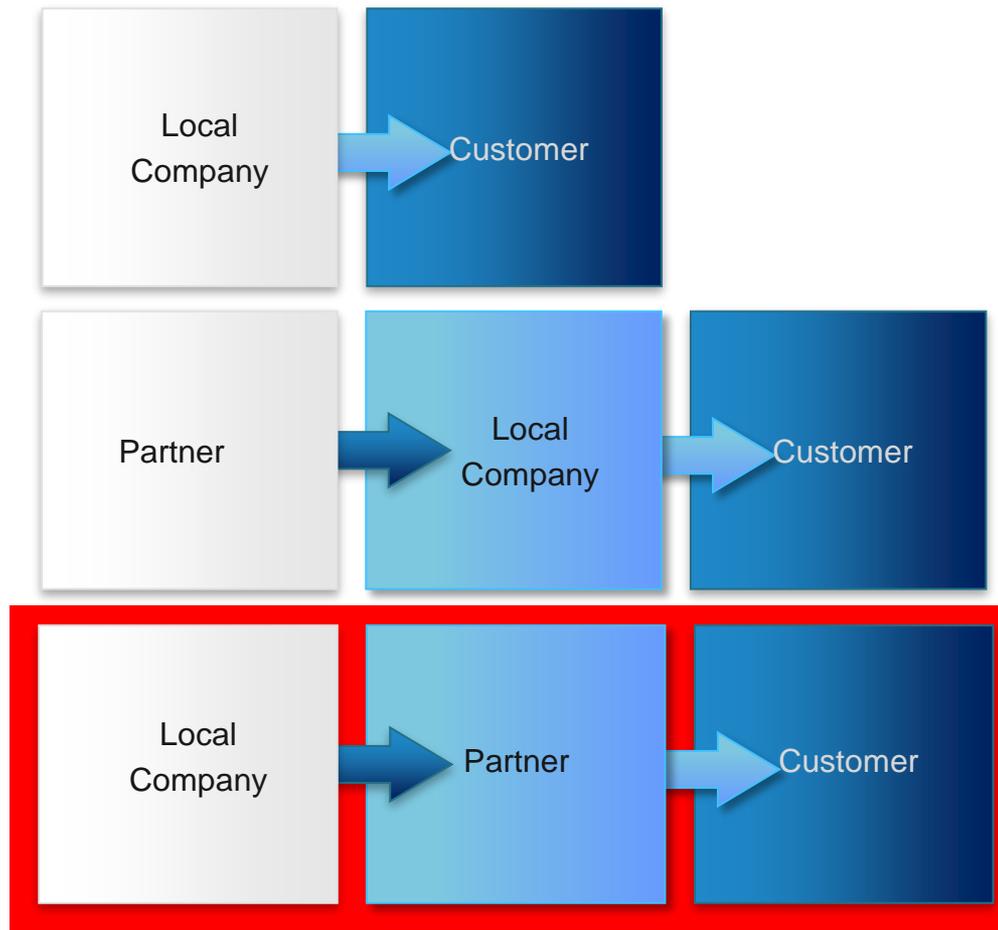


- Operations Center
 - 24x7 Service Desk, Support, Network, Security, Monitoring
- Offshore and Outsourcing Services
- Local Law knowledge
- Ease of Access Government Incentives and Programs
- Government understanding of Technology/Telecom Industry from The Business standpoint
- “Global Pricing”
- Business Model that engages alliance/partnerships with one of Top Three Local Companies



Business Models

Distribution Network



PUERTO RICO
TELECOM
CONFERENCE 2011
THE NEW FUTURE

THANK YOU!