



On2 Opens Big Revenue in Europe and Seamlessly Transfers Business to a Local Acquisition.

It Is Acquired by Google for \$100M



On2 Technologies, New York USA, powers video codec solutions for wireless IC designs.

It develops technology for enabling multimedia in battery operated mobile handsets. The company's portfolio includes hardware and software video codecs, and audio and still image codecs; and mobile TV, camcorder, and player/streamer application.

On2 customers are Adobe, Skype, Nokia, Infineon, Sun Microsystems, Mediatek, Sony, Brightcove, and Move Networks among others

<http://on2.com/>

Background

Too busy selling in the US, the company did not know what they were missing in Europe, or how unhappy their European clients and prospects really were. With no channel plan, On2 just sold off the web, via emails and through calls back and forth from New York. This was limiting international revenue

Strategy

SFE started with two agents, Paris and London, and split Europe between North and South. We called and met with all existing clients, channels and prospects. Leveraging this experience, we created a target list of the main vertical sectors including telcos, media, Internet service providers, mobile operators, manufacturers, etc. We then focused on the top 50 targets in each sector.

Sales Force Europe brought us a five-fold increase of our revenue in Europe in one year.



Bill Joll

CEO, On2 Technologies



Results

Sales campaign resulted in a five-fold increase of On2 revenue in Europe in one year, the design and implementation of a channel strategy, and the identification of strategic partners. In the second year, On2 bought Hantro, a codec developer in Finland, and the accounts were transfer to the Hantro sales team.

