



Extend Media, company based in Massachusetts, USA, provides software-based systems and media services allowing content owners and distributors to manage large video and audio libraries and to monetize this content by offering it to consumers via PC, TV or mobile devices and in many different operational and business models.

Cisco To Acquire Extend Media In Deal Worth \$80M After Expansion to Europe

Background

Founded in 1991, it took the company 15+ and a \$32M to develop the technology and close clients in North America that include large network operators (e.g. AT&T, Bell Canada, and Cablevision) and media companies (e.g. NBC, Disney, and Paramount).

In 2009, ExtendMedia started to expand outside of America with the creation of ExtendMedia Europe where a small team had the mission to collaborate with local organizations to generate leads from similar companies.

Strategy

SFE implemented a 3-month market qualification program with SFE sales representatives in Benelux, Nordic countries, Eastern Europe, Iberia, DACH, France, the UK, Italy, the Balkans, West and South Africa and the Middle East. This program allowed us to quickly identify markets where ExtendMedia was too late (e.g. the UK) and to focus on selected countries with real opportunities.

In a few months, Sales Force Europe allowed us to identify and qualify prospects in countries where real opportunities existed.



Roger Sherwood
EMEA Sales Director, ExtendMedia



Results

In the following months SFE was able to give the company huge visibility internationally and qualify prospects in Poland, Benelux, France and Bulgaria. Cisco took well note of the success and in a year acquired ExtendMedia with a larger valuation.

