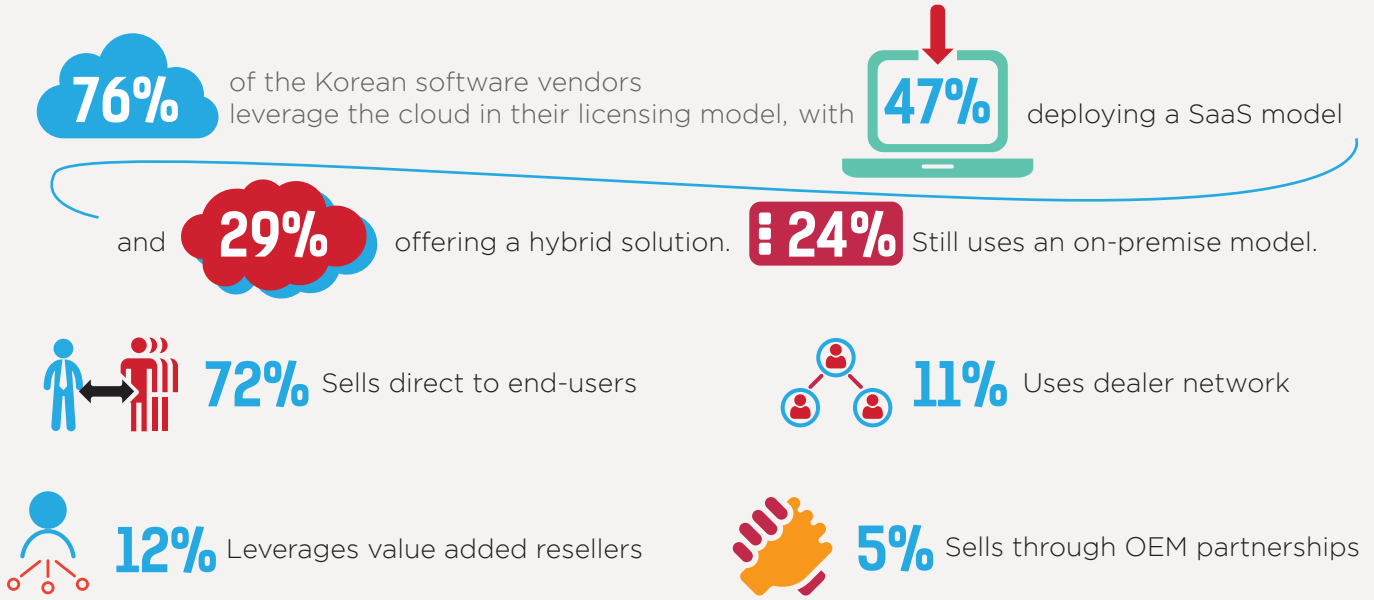


How Korean Software Vendors look at international expansion and foreign OEM partnerships

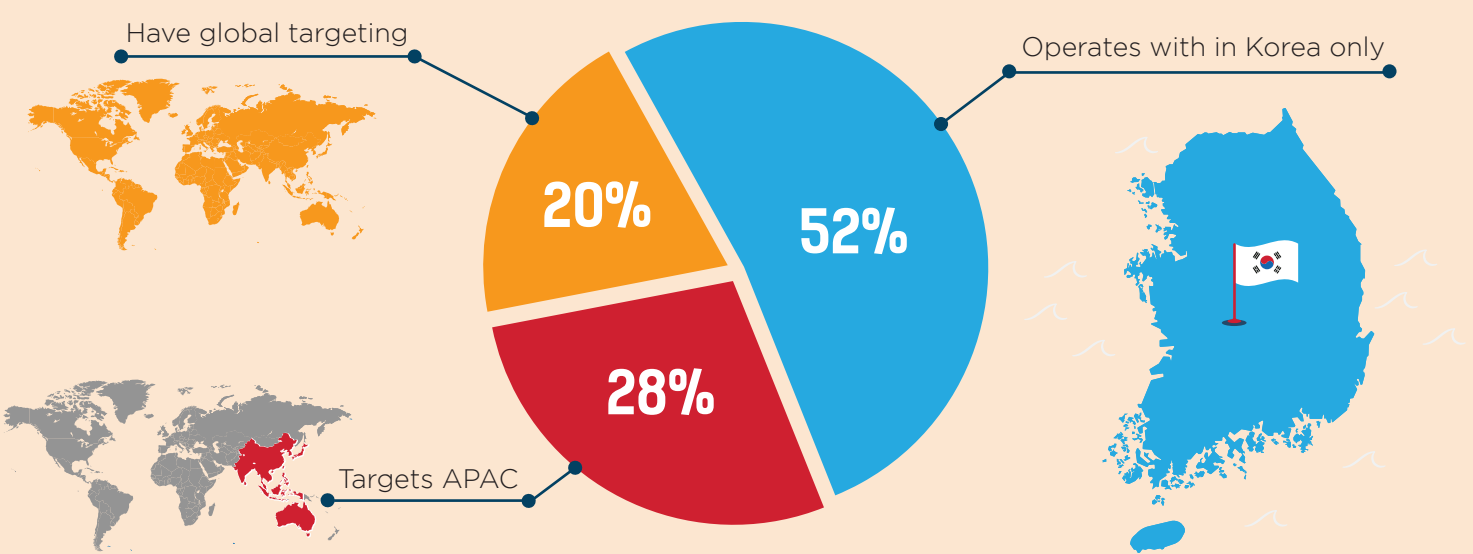


We have interviewed software vendors across Korea from small to large enterprises to understand their global footprint and get their perspective on foreign software partnerships that can fuel their growth. We looked at the ambition for Korean ISVs to expand their business internationally and what challenges they experience in the process of doing so. In this infographic we present our findings on the attitude and expectations towards foreign OEM programs and software ecosystems of the Korean ISV industry.

Licensing and distribution models



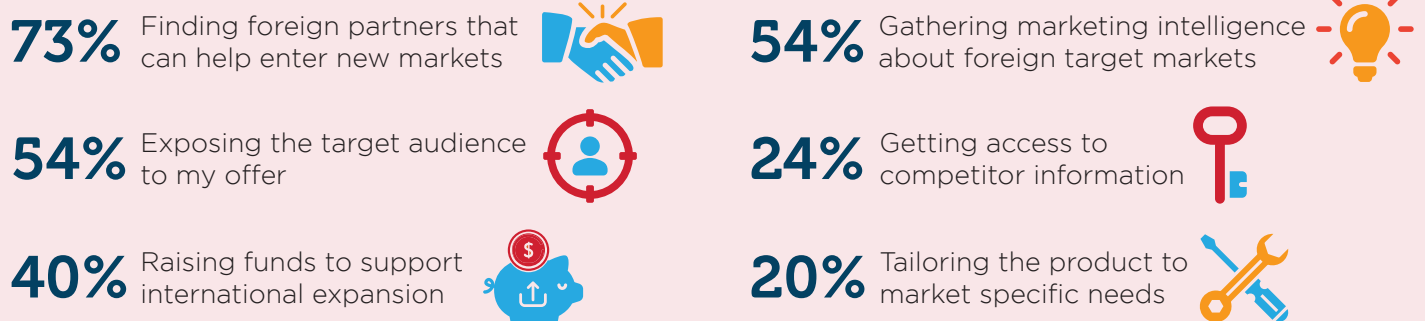
Current geographic target market



International expansion and main challenges Korean ISVs experience when exporting their products



CHALLENGES



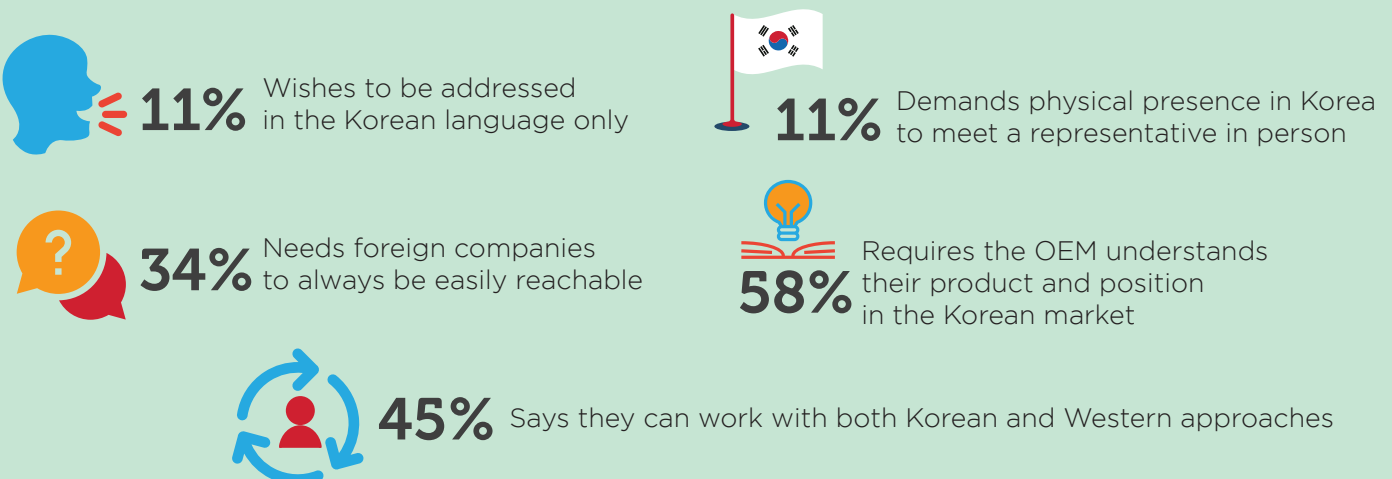
Software OEM partnerships

While only 30% is currently working with foreign OEMs, 88% says that they are open to partnerships with foreign OEM providers.

The remaining 12% indicated two main reasons to not engage in foreign OEM partnerships:

1. The lack of clear information on OEM programs
2. The risk of technology leakage and protecting the IP

Expectations from foreign OEM programs



About MediaDev

MediaDev is a marketing services provider serving clients in the IT and technology industries. For over 20 years, we have been helping big and small players alike to grow their businesses, branch out into new markets, promote their products and services, and connect with strategic business partners.

Our comprehensive list of B2B marketing services covers everything you'll need to truly understand your market, convert visitors and nurture them into prospects, get highly qualified leads and grow your business.

