



Gallium Europe

strategic advice and support

Accelerating New Market Entry

Company at a Glance

Founded in 1999, **Bitween S.R.L.** is an Italian-based wireless solutions provider. A leader in developing applications for smart phones, Bitween products have won many awards.

Define Opportunities & Goals

Bitween S.R.L. retained Gallium to accelerate their expansion into the North American market. Gallium analyzed the Bitween product portfolio and identified some yet to be commercialized technologies. While creating a Bitween USA presence based on currently released products, Gallium also initiated a strategic plan based on several of Bitween's new technologies.

Assess External & Internal Forces

With multiple stakeholders in the value chain, understanding what branding means to each participant is key. Ownership of the end customer, ownership of the partnering solution, and ownership of the technological capability lend themselves to shared and segmented branding on the application.

Decide on Strategic Approach

By identifying the key players in the content delivery segment of the mobile software industry, Gallium created a partnership with Bitween, **Handango**, and **Sony Ericsson** for an on-device catalog for Over-the-Air content delivery. For the fastest value creation, it is imperative to identify all players who can maximize the value chain and benefit from it.

Execute Plan & Create Value

Within one month of accepting Bitween as a client, Gallium negotiated and signed a contract with Handango that positioned the Bitween solution to produce substantial financial returns over the next three to five years. Taking on key managerial roles within Bitween's organization, Gallium managed communications during a fast development cycle that passed from Italy, through California, into Texas, and back to Europe on a daily basis.

Sony Ericsson launched The Application Shop (image shown at right) with much success at the Cellular Telecommunications Internet Association (CTIA) event at Las Vegas in October 2003, only four months after the signing of the initial contract by Bitween and Gallium.



ENTERPRISE ACCELERATION MODEL

Define Assess Decide
Execute

- Clarity of purpose
- Sharpness of focus
- Understanding context
- Relevance of options
- Impact of results
- Urgency and priorities
- Precision of tactics
- Marshalling of resources
- Strategies for the future

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