



MERIDEA

How local can you go? Experiences from London, UK

Meridea

Sanna Eskelinen



Meridea at glance

- Founded in 2001 by **Accenture, Nokia,** financial group **Sampo** and venture capital company, **3i. Nordic Venture Partners** joined in 2004.
- Headquartered in Helsinki, Finland and operates throughout Europe, Asia and North America.
- Partners with industry leaders that include Accenture, Nokia and SAP.
- Awarded a **Red Herring 100 Award** in June 2005 for its innovation and technology. Also selected as one of Europe's best performing high-tech companies in **Tornado100** list.



25 November, 2005

CONFIDENTIAL

2

© Copyright Meridea Financial Software Ltd., 2005. All rights reserved



What do we do?

Increase the profitability of customer contacts

- Meridea is a provider of **mobile and online self-service solutions** that help organisations exploit mobility and extend secure and easy self-service to the mobile channel.
- Our solutions are currently being **implemented** by global organisations across Asia and Europe to deliver reduced costs, improved customer satisfaction, brand loyalty and sales.

Global
Bank

Standard
Chartered



中国中信集团公司
CITIC Group

Top 10
Nordic Bank

- **Born to be a global company**
 - >> Owners and partners big players
 - >> Target customers abroad



25 November 2004

Where did we start from?

Sales through partners, focus in Europe

- **Global company from the beginning**
- Owners and especially key partners had a huge role as sales channel globally
>> only small own sales force
- Product management was handled from Helsinki, but software development was outsourced to the Philippines
- **Target markets** in Europe: Germany, Nordics and UK



Where are we now?

Own presence around Europe and Asia



Headquarters in
Helsinki!

Offices set up in the
UK and **Singapore**

Presence around
the World

Role of the partners
clarified

How about London?

Meridea in the UK



Local presence (strategic decision)

It all started with one sales person...
Sales through our partners in the focus



Huge growth

UK was recognised as the most important market within Europe and in addition to pure sales presence other key functions were slowly transferred and hired to London: marketing, business development...

At the same time we set up an "office" and founded Meridea Ltd.



London as one of the key areas

Today we have about 10 people in the UK and looking for a real office.



Any surprises? Difficulties? Lessons learned, office vs. office



Using office service provider at first is a good solution

But in order to gain **synergy benefits** a physical location, office, is needed.

Where to set up the office?

Any surprises? Difficulties?

Lessons learned, don't be a lonely rider!

- UK (and London) is very attractive and huge financial market, but not an easy one!
- Use partners and local services innovatively!

▶ Global and local system integrators, consulting houses and other IT companies

▶ **FINPRO**

▶ Ad agencies
PR agencies, agents



But still.... no regrets!

Plans going forward

- London is absolutely place to be! -
The most important financial market within Europe

>> Analysts



>> Credibility



>> Future plans





MERIDEA

Thank you!

Sanna Eskelinen

sanna.eskelinen@meridea.com

+358 50 3866 405

