



CHINA-IN-A-BOX

How to Lift Your Brand and Sales in China with Pactera EDGE.

THE OPPORTUNITY

China is more than one of the world's largest economies and consumer markets. It's a proving ground for succeeding across Asia Pacific.

Businesses that win in China are well positioned to prosper across Asia Pacific's dominant economies, ranging from South Korea to Japan. By 2021 [China is expected to have the most affluent households in the world](#). An increasingly affluent consumer market, abundant labor force, remarkably efficient supply chain, and favorable taxation rates all continue to make China an essential market for businesses to crack.

THE CHALLENGE

Many businesses, [including mighty Amazon](#), have tried to move into China only to be rebuffed. Succeeding in China means overcoming some distinct challenges, including:

THREE PILLARS TO SUCCEEDING IN CHINA

Understanding the Chinese consumer	Playing by the BATB rules	Capitalizing on social and omnichannel
What works for connecting with consumers outside China doesn't work inside China. Email is out. WeChat is in. eCommerce is saturated. Social commerce is hot.	Baidu, Alibaba, Tencent, Baidu and Bytedance collectively known as BATB, control powerful ecosystems consisting of social apps, search tools, payment apps, and online malls. If you don't know how to align with BATB, you might as well stay out of China.	Social commerce and unified direct-to-consumer experiences are essential to succeeding in China. Traditional ecommerce is just table stakes. Digital-savvy consumers are highly influenced by social.

SPEED TO MARKET:

In China, businesses and consumers operate with incredible speed – **speed to launch, react, and innovate.**

A [recently conducted survey](#) by Frost & Sullivan finds that only two out of 10 U.S. and foreign retailers believe they are penetrating China. According to the survey, “Over 80 percent of surveyed U.S. and foreign retailers see China as a lucrative market, as affluent Chinese consumers seek quality products from overseas. However, only 20 percent of retailers feel confident in their capability to succeed in China’s e-commerce market.”

HOW PACTERA EDGE CAN HELP

Businesses need a partner with a game plan for success. Someone who gets the rules. A partner with a track record for helping businesses understand Chinese consumers and implement innovative technology solutions to implement those insights.

Pactera EDGE is that partner. **We can get your business running in China in 90 days or less.** How? Through a proven process that includes a strategic assessment of your target customer, the rapid launch of social commerce experience that capitalizes on the most powerful BATB platforms, the establishment of proprietary commerce channels, powerful marketing campaigns that capitalize on marketing automation technology, and the ability to explore new models for business growth:

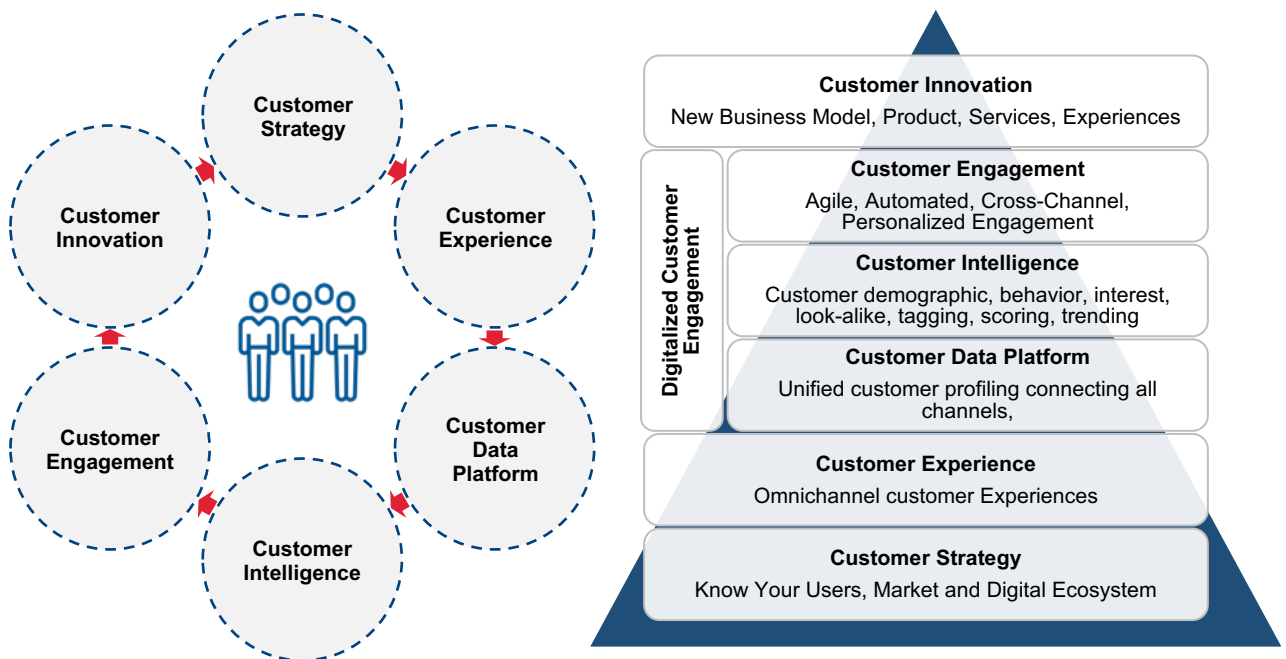
CHINA-IN-A-BOX PLAYBOOK

STEP 1	Know your customers	Be confident in who you are designing for – and why.
STEP 2	Launch fast-to-market commerce experiences	Jump start your business to test the water on the most influential platforms (TMALL, JD) in China.
STEP 3	Establish proprietary commerce channels	Enable and harmonize social commerce, digitally-powered physical retail store and other omni-channels.
STEP 4	Achieve scale through marketing campaigns	Build your customer data and traffic. Acquire and retain customers across paid, earned, shared and owned channels through an omni-channel unified platform.
STEP 5	Explore new business models and growth frontiers	Identify net-new paths to grow, engage, and scale.

STRATEGIC INSIGHT

We start by designing an intelligent marketing plan for your customer. Our plan includes insight about your customer in China – who they are, where they live online, and how to connect with them through the nuances of social commerce. We build a customer data platform, develop an omnichannel customer experience strategy, and a customer engagement model, among many other elements:

INTELLIGENT MARKETING AROUND CUSTOMERS



OUR TOOLS: THE ACCELERATORS

Within 90 days, we help you flourish. How? By employing tools that accelerate your growth, such as:

- Speed to Market WeChat Commerce – a template that will make it possible for you to conduct commerce on WeChat.
- A Ready to Use Digital Marketing Hub for marketing automation
- Pact.AI Data Pipeline Management Platform to ensure that you maximize the value of the customer data you own.

PROCESS

- Future Unified Experience Lifecycle (FUEL) Methodology For Rapid Ideation
- Agile & DevOps methodology to provide fast and continuous product delivery

OUR STRENGTHS

- Global Presence to bridge the international gap of Culture, Technology and Market Insights
- Innovation Outpost in Shanghai and Chicago to perform Empathy Research and Design Workshops
- Strong Consulting and Engineering Talent to offer End-End services

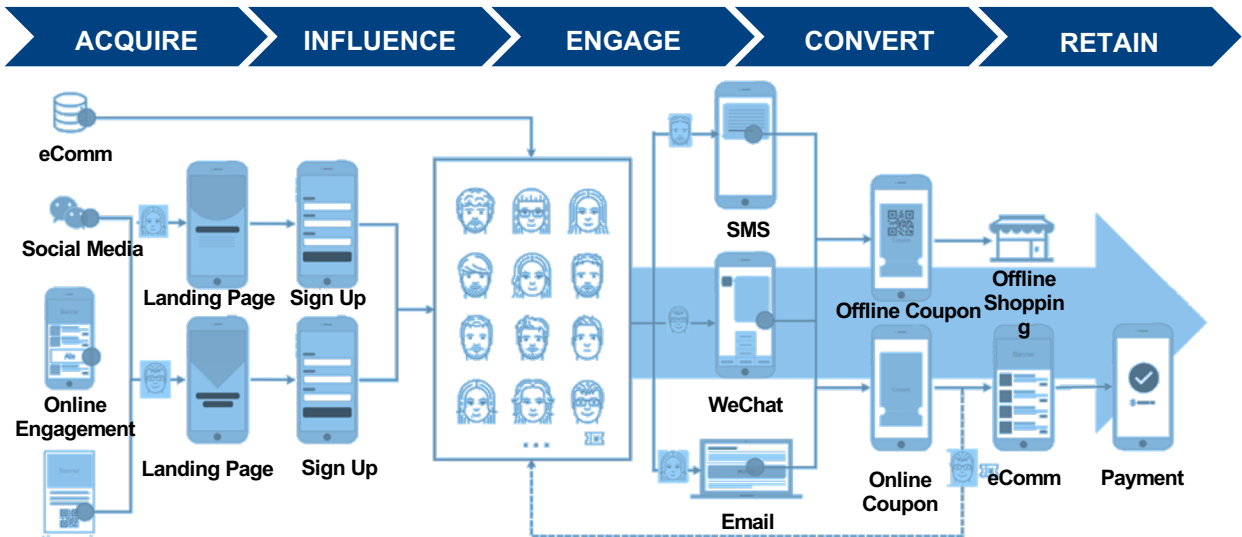
PLATFORM & PRODUCT

- Unified Customer Platform to aggregate all omni-Channels and enable self-owned customer and traffic data



INNOVATIVE DELIVERY

We implement a complete approach for customer acquisition, influence, engagement, conversion, and retention strategy across all BATB ecosystems, including social media, SMS, WeChat, and payment:



ABOUT PACTERA EDGE

Pactera EDGE is a global organization with offices in the US, Europe, India and Asia-Pacific. Clients include 100+ of the Global 500 companies, with industry concentration in Software and Technology, CPG, Retail, Logistics, Financial Services, Insurance, Healthcare, Food & Beverage, and Travel & Hospitality

With a core focus on Data, Intelligence and Experience, Pactera EDGE helps clients achieve new levels of performance, while adding brand new digital business capabilities to drive relevance, revenue, and growth. With clarity of vision, technological expertise, operational excellence, and a global footprint, Pactera EDGE is the partner of choice for enterprises that want to run smarter – and for those that want to change the race.

