

WHO

IS CONDECO SOFTWARE?

Condeco are trusted global leaders in office utilization and workspace scheduling solutions. They provide a sophisticated range of integrated meeting room, desk booking and space utilisation technologies. Condeco software and hardware is deployed across the globe to scores of customers including many Fortune 500 firms.

Its complementary product suite is designed to provide a seamless experience; with technology and insight informing one another to help you understand and change the way you work. Condeco is rapidly growing and has presence in EMEA, US and now APAC.

WHY

PUFFERFISH PARTNERS?

After a successful opening of the US offices, Condeco board of directors decided it was hightime to establish a solid presence in APAC to answer the growing demand from the region. Furthermore, existing APAC customers were being handled from Condeco HQ in London not allowing Condeco to deliver the world class support its existing customers are accustomed with.

Preliminary research highlighted that navigating Asia was not an easy task: regulations differ, talent access can be challenging and reaching out to potential customers meant adopting different processes and communication materials. Furthermore, speed was the essence in the rapidly moving workspace industry and Condeco wanted to be first to market in this region.

Pufferfish Partners was contracted in order to jump start the business activities and establish in the shortest possible time frame a full fledge office that can serve the existing customers and grow the pipeline.

THE RESULTS

After meeting with the local authorities it was quickly decided that Singapore will become the APAC HQ consolidating offices in Australia, Hong Kong, Japan and India

In less than 6 months, a team of world-class talented individuals was assembled, new customers were signed, new partnerships were solidified or formed, routes to market were established in China, Hong Kong and Thailand.

Applying the Pufferfish Partners Sales Acceleration Framework resulted in on boarding new customers such as Ascendas Pte Ltd and generating a multi-million-dollar pipeline of concrete opportunities.

Condeco Software Pte Ltd is now fully operational with 10 dedicated staff to face the growing demand of customers and partners.



"Pufferfish Partners acted more as a trusted advisor than a partner. We believe that they delivered in just 6 months what would have taken 18 months to establish. Pufferfish Partners knowledge and connections is unrivalled, they worked as part of our team and their support and dedication was visible from day one to present"

—Paul Statham



Pufferfish
Partners