

WHO IS ANEVIA?

ANEVIA is a leader in OTT (over-the-top) and IP software solutions for the delivery of live television and video-on-demand.

Anevia has a significant global presence, with premium clients across Europe and the Americas such as Canal+, Net Plus (Europe), Cable Vision Argentina (CALA), and the Weather Channel (US).

ANEVIA wanted to capitalise on few existing customers in Taiwan, Thailand and Vietnam to develop and invest in the Asia Pacific region and establish a strong lasting relationship in the region.

THE RESULTS

After only 6 months, a specific go to market strategy for the ASEAN market was defined backed by a solid market research on the OTT Market. The market research included several interviews of key market leaders allowing to get the right insights.

ANEVIA solutions reached 50 companies in Singapore, Thailand, Philippines and Indonesia out of which a good number of solid opportunities were identified.

WHY

PUFFERFISH PARTNERS?

ANEVIA identified an internal resource to head the development but quickly understood that the return on investment was going to be long and the investment risky. It was very important to accelerate the development and bring many new interested prospects in order to justify the investment.

Pufferfish Partners was selected to accompany ANEVIA thanks to its expertise in solution selling, its deep networks in the APAC region, its market research team and the seniority of its team that could accompany ANEVIA personnel as advisors and business coaches.



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"Pufferfish Partners helped Anevia to better understand the SEA Telco and Media market dynamics and potential for our solutions and services by:

- Generating the right level of interactions with decision makers and targeted companies
- Coaching the Anevia representative and identifying the right lead generation partner

By reaching the objectives which were clearly defined at the outset of the 6 months engagement, Pufferfish Partners has been instrumental in positioning Anevia in SEA for success.

Pufferfish has proven to be well structured, well connected, efficient and flexible reducing time-to-market for Anevia in SEA."

—Laurent Lafarge, CEO



Pufferfish
Partners