h_da Hochschule Darmstadt
University of Applied Sciences
http://südamerika-it.h-da.de

Project summary

„Bundled IT export of medium-sized businesses. Internationalization supported by a university"

With its Brazil project the Institute for Information Law of the University of Applied Sciences Darmstadt enables small and medium IT businesses (SMB) to launch their products bundled on the Brazilian and South American market. Information jurists design the practice of international IT distribution.

WHAT IS THE OBJECTIVE OF THE PROJECT?

- German small and medium IT businesses (SMB), especially from the "Rhein-Main" area, which lack of essential distribution resources, **break into the Brazilian and South American IT market**. Bundling of SMB as a network of supply-chains[1]
- Corresponding **knowledge transfer** from university to practise. Building of networks between University, IT industry and incubators.
- A new model offered for
   - A practically more relevant cooperation between universities and enterprises (**service** in cooperation with universities).
   - combined knowledge in **different disciplines** (law, business studies and intercultural sciences) as practically required.

---

[1] See report of the workgroup 6 „IuK und Mittelstand" (information and communication and medium-sized businesses) of the IT summit, page 5: "cooperations become more and more important for small and medium-sized businesses, since they enable these companies to display themselves on the globalized market as an integrated provider (and to reduce costs of products and services). Regional clusters of networked companies are also a promising model as well as development, production and distribution partnerships."

o Internationalization in the area of small and medium-sized businesses: IT export and inshoring as an opportunity[2].

WHY IS THE PROJECT IN LINE WITH THE MARKET?

- The **domestic IT market** of Brazil is even larger than that of India. The former separation and a governmental program for the growth of the IT lead to a bigger demand of end-users for IT products.
- There is a great demand of enterprises for **SAP-Tools, SAP-Support, IT-Security and Business Intelligence Software**.
- Special distribution concepts are required, which make adapted concepts and networks with regard to sales-right necessary on-site. Therefore **bundling** of different German products is useful.
- There do exist large **cultural diversities;** both to Europe and to the USA, which have an effect on distribution concepts. Also in the IT area in Brazil the knowledge of Portuguese is indispensable; English is not nearly as common as on the German IT market. Therefore support in the linguistic / cultural area is urgently needed.

How do German IT companies profit from the project? Which service is offered?[3]

The project team of the Institute for Information Law i2r

- **assists** German companies in searching Brazilian cooperation and distribution partners and establishes corresponding contacts (e.g. to the biggest distributors such as Officer and Ingram or to individual representatives / consultants). Assistance of the companies on site on IT and reseller fairs.
- places the **conclusion of contracts** with the participation of Brazilian law firms which still have to be selected.
- imparts necessary knowledge to small and medium-sized software companies in an interdisciplinary **distribution seminar**, which is essential for a lasting and successful distribution of software products and services on the Brazilian market.
- provides students and alumni of the information law as a **support.**

The interdisciplinary distribution seminar contains the following issues:

---

[2] See report of the workgroup 6, page 5: "the lack of knowledge in legal, political and economical relations and trends, as well as the lack of practice in management of the transfer of goods, are only a few problem areas, which require specialized recourses and which can on an average be offered cheaper by big enterprises."

[3] See report of the workgroup 6, page 7: "Research institutions have to approach medium-sized businesses more active and should not only pay attention to cooperations with big enterprises. Research institutions financed by tax have to consider as their task to lift creative resources of SMB. […] Especially medium-sized businesses rely on offers which combine operational practice productively with further qualification, as medium-sized businesses do not have resources for internal further education at their disposal, as big enterprises do.

- Size, chances and risks of the Brazilian **IT market** and possibilities of access.
- Project management: IT distribution to new markets, practical implementation for small and medium-sized software producer, **go-to-market plan.**
- **Intercultural** issues, **languages** and communication.
- Brazilian law system: implementation of typical **distribution and consultancy** agreements, possible application of Anglo-American and German law.

How do Brazilian IT companies profit from the project? Which service is offered?

- **I2r assists** Brazilian distributors and cooperation partners for German-Brazilian IT projects in searching German producers and establishes corresponding contacts. Assistance for the companies on site on IT/ reseller trade fairs.
- places the **conclusion of contracts** with the participation of Brazilian law firms which still have to be elected.
- Imparts necessary knowledge to small and medium-sized software companies in an interdisciplinary **distribution seminar**, which is essential for a lasting and successful distribution of software products and services on the German market.
- Provides students and alumni of the information law as a **support.**
- Introduction of the companies in Germany supported by university.

How do our students profit from the project?

- Transfer of IT distribution knowledge to students and alumni of the course information law. Establishment of a corresponding specialisation for IT distribution law at the Institute for Informationlaw i2r.
- Informing IT companies about the **advantages of employing "Informationsjuristen"** (information law jurists) in contract management / sales and legal (qualification besides law also languages (obligation of an English language certificate)), technics, management as well as social and cultural studies (see www.irecht.h-da.de).
- Formation of term projects on particular issues of IT distribution in Brazil (management of distribution models, comparison of German / Anglo-American / Brazilian distribution / consulting law, intercultural issues, IT and specialised specialized knowledge).
- Placement of **interns:**
  - o Lasting allocation to customers of the workshop, preparation of contact arbitration.
- Further education:
  - o Integration of students in further education within the workshop; setting-up corresponding databases.
- Job placement:
  - o Placement of graduates of the course information law to participants of the workshop (sales, contract management, legal in German headquarter).
- Student exchange:

- o PUC University Rio de Janeiro.

How can we cooperate?

We are looking for
- You as a customer of the project, if you want to bring your German IT product or service in our portofolio on the Brazilian market (especially SAP-tools, IT-Security, Business Intelligence Software),
- You as a partner of our network, if you want to exchange experiences of Brazilian IT distribution,
- You as a cooperation partner, if you want to provide interns or positions for "Informationsjuristen" (see also http://rent-a-student.org),
- You as a sponsor, if you want to support our project with donation or other resources.

Who belongs to the project team?

- **Prof. Dr. Thomas Wilmer**, project manager, expert in it-sales law and managing director the institute for information law i2r of the University of Applied Sciences Darmstadt.
- **Elizabeth Dambock**, it-specialist for South America, former SVP and General Manager Computer Associates for Germany, Europe and South-America.
- **Prof. Dr. Edith Rost-Schaude**, expert for management and marketing, especially for the market access of companies.
- **Dr. Ruth Tobias**, cultural scientist, expert of Brazilian culture, lecturer for Portuguese and director of the language centre h_da.
- **Florian Ludwig** is a student employee of the project and coordinates students. He studies Information Law at the h_da.

Contact:

Institut für Informationsrecht
Hochschule Darmstadt
Haardtring 100
64295 Darmstadt, Germany

Phone: + 49 61 51 16 87 38
Fax: + 49 61 51 16 94 25
Internet: http://südamerika-it.h-da.de
Email: wilmer@h-da.de