

Emprog Americas

Sales representation, marketing & operation services in the USA for the embedded market

Emprog Americas is a team of sales, marketing and business development based in the Silicon Valley, CA representing start-ups, small-size and mid-size non-USA based companies in the Americas. With focus on the embedded & electronics market, Emprog offers 30+ years combined experience in selling and marketing embedded tools, development platforms, software & hardware solutions and other related services.



Your local US-SALES

- Emprog will handle all sales interactions and negotiations in the Americas on behalf of our vendor-partners, conduct lead qualifications, ensure consistent sales efforts, persistent follow-ups, diligently fill sales info into whatever CRM system used by our partner, and aggressively pursue any interest with convincing sales arguments.
- Emprog will provide sales analysis report, create sales pipeline, and work directly with our vendor-partners on improving the product offering for the American market.
- Emprog will put persistent sales efforts to pursue and chase maintenance or warranty renewal orders (if any), which is an area often neglected by small to medium size businesses.

Your local US-MARKETING

- Emprog will create and contribute to our vendor-partner's marketing efforts via social media platform using Twitter, campaign promotions, web sponsorships, paid online advertisements, and the creation of promotional YouTube videos if needed.
- Emprog will handle from A to Z any trade show or event or seminar tour in the Americas on behalf of our vendor-partners. That include signup, setup, logistics, booth staffing and post-show follow ups.
- Emprog will use its database to promote our partner's product. Quickly reach to thousands of embedded programming users who have already expressed interest in embedded development tools and other embedded solutions.

EMPROG

30 years serving the embedded industry in the Americas

www.emprog.com

Your local US OPERATION & LOGISTICS

- Emprog will provide our vendor-partners a local US address.
- Will offer ability to take orders in local USD currency, invoice US customers, collect payment (checks, Credit Cards, ACH and other methods).
- In case of hardware products, Emprog can act as a local US based stock facility managing order taking, shipping, delivering any where in the USA. This makes it easier to deliver your product in the US market at very reduced shipping cost.

Your Local US BUSINESS DEVELOPMENT

- Emprog will provide business development services to our vendor-partners by creating an eco-system for our partners with other established companies.
- Use Emprog business relation contacts to better position our vendor-partners as part with large companies and major accounts.

Team Skills and Market Expertise

- MCUs such as ARM, RISC-V, ARC, MIPS and working with most chip vendors.
- Tools: Cross compiler, debuggers, JTAG probes, flashers, simulation, embedded GUIs, RTOS, LCD displays, IoT, security, Bluetooth, wifi and others.

“Having Emprog as our distributor will ensure the right way to expand our software framework in the Americas and make it the industrial standard for embedded display solutions.”

“ We believe that Emprog’s solid team and well-established reputation for technical competence will help clients in these locations bring innovative solutions to market using our product.”

SUMMARY OF BENEFIT

Your Local US based Team:

- Local US time zone operation.
- Sales, follow-ups, and closing deals.
- Marketing, promotion, trade show presence, events and seminar setup.
- Localized Business development.
- Logistics, stocking, local shipping of tangible items.

Without the cost & hassle of:

- USA legal entity & US taxation.
- Dealing with direct US employment laws.
- Dealing with sales tax, state tax and other office related cost.
- US accounting issues, invoicing & collection.



EMPROG

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