

# Case Study: Expanding EAM Software Sales in the Saudi Market

## Background

A leading Enterprise Asset Management (EAM) software provider identified Saudi Arabia as a strategic growth market. Driven by Vision 2030, Saudi companies across energy, utilities, infrastructure, and government sectors are modernizing asset management processes. The challenge was to penetrate this competitive and relationship-driven market while aligning with national priorities.

## Objectives

- Establish scalable sales channels within Saudi Arabia.
- Build brand visibility and credibility through market engagement.
- Support clients with tailored onboarding and localized solutions.
- Ensure long-term satisfaction through continuous service and support.

## Strategy

### 1. Multi-Channel Sales Approach

- Direct Sales: Formed a dedicated sales team targeting enterprise and government clients.
- Reseller Partnerships: Signed agreements with local Saudi distributors and system integrators to meet regulatory requirements and access key accounts.
- Digital Marketing: Leveraged Arabic and English content campaigns, LinkedIn ads, and SEO targeting Saudi industries to generate qualified leads.

### 2. Events & Market Presence

- Sponsored and participated in Saudi-focused conferences on energy, infrastructure, and digital transformation.
- Organized webinars and workshops highlighting best practices in asset lifecycle management, with local case studies to build trust.

### 3. Localization & Client Success

- Developed customized solutions aligned with Saudi regulatory frameworks and Vision 2030 initiatives.
- Built a robust onboarding process, including Arabic-language training and documentation.
- Provided continuous support, including local account managers and technical service teams.



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## Results

- Established two active distributors in Saudi Arabia.
- Acquired 15 enterprise clients across energy, utilities, and infrastructure sectors.
- Generated approximately USD 250,000 in revenue within the first market entry phase.
- Strengthened brand reputation as a reliable partner supporting Saudi Arabia's digital transformation goals.

## Conclusion

Through a combination of direct sales, local partnerships, market engagement, and client-centric support, the EAM software provider successfully entered the Saudi market. By securing distribution agreements, building a strong client base, and aligning with Vision 2030 priorities, the company has positioned itself for long-term growth and deeper market penetration.

