



PRESS RELEASE

EDA is getting OLD?... Here is something NEW!

Take the leap with ableapty!

Subcontract your Business Development and improve your “Time to Revenue”!

ableapty is an innovative and specialized Business Development solutions provider that helps reduce market penetration costs while maintaining your valued company image and integrity.

SOPHIA ANTIPOLIS, October, 2nd 2012. Here is an innovative approach for companies aiming at developing business in the chip design space with minimum costs, maximum flexibility and ultimate reliability: **ableapty**.

ableapty is a focused Business Development company providing outsourcing sales services from prospecting to closing. Our primary focus is on lead generation and qualification within the electronics industry in Southern Europe, targeting companies which require EDA Tools HW/SW, IPs, FPGAs, Embedded OS, and Design Services.

As an alternative to existing ‘one-size-fits-all’ distributor and sales representative models, **ableapty** offers 20 years of specialized Business Development expertise to bridge the cultural gap and address your specific business revenue objectives in Europe.

ableapty is the extended arm to your sales organization focusing on qualified lead generation in order to improve the efficiency of your existing sales organization or to better utilize your technical experts in customer engagements. Our flexible model works within the framework of your structure and can be tailored specifically to your company organization, size and strategy.

International companies choose **ableapty** to minimize initial investment costs in establishing themselves in Europe, while keeping control of company image and technology. And,

abileapty customers leverage dedicated business development and sales expertise's, free of charges from French government taxes and engagements.

abileapty provides solutions for new comers, start-ups as well as established companies typically facing issues in:

- Business assessment,
- Lead generation and qualification,
- Sales bandwidth optimization
- Time to revenue
- Corporate Branding (products, services and technical support)

Therefore, **abileapty** offers a range of outsourcing sales services from prospecting to closing to free customer resources while defining real business opportunities.



Answering the question:“When developing technical sales, what would you consider as a key success?”

abileapty founder, Murielle Lacombed responds: “I’m tempted to say that no one else can bring technical product credibility except the company technical expert or the company founder: technology changes from one week to the next especially in Embedded OS and EDA. Subcontracting business development expertise and leaving the technical credibility task to the technical experts is the key! Why follow a disciple when you can follow Socrate?! This is why I believe **abileapty** is the best option for companies willing to develop or increase business. Let **abileapty** work hand in hand directly with your technical experts and we are confident we can achieve optimal ROI together with you.”

Like a technology funnel, many iterations are required to identify and qualify business opportunities before generating a sale. Lead Qualification may be considered as a bottleneck prior to sales or technical resources time investment.





abilepty requests a monthly fee based on determined business goal and costs savings. This gives both **abilepty** and our clients a way to scope the services required in such way that company investment is proportional to the business outcome.

Murielle Lacombed founded **abilepty** in 2012 to help International Companies establish a foothold in Europe. With **abilepty**, companies can penetrate new geographic markets while bridging cultural gaps and reducing the upfront investments costs and local taxes.

Murielle Lacombed spent seven years at Synplicity Inc, as Account Manager helping establish Synplicity as one of the world premier companies in FPGA synthesis. She was involved in many of Synplicity's critical business development-, marketing- and sales strategies. Prior to Synplicity, Murielle worked at Cadence Inc, joining that company in the early stages of its development right after the Valid merger to manage its local demand creation programs and press relationships.

Until recently, Murielle was Sales Manager South Europe for MontaVista Inc, a leading open source company providing Embedded Linux Operating Systems, where she oversaw a variety of strategic sales, marketing and business development programs to be turned into revenue. Murielle obtained a MBA degree in economy and international management from Euromed, an international MBA program in Marseille and Shanghai.

abilepty is continuously looking for partners in the industry EDA, IP, Embedded, programmable and fables industry to deliver customized European centric services. **abilepty** is based in France, in a French extension of Silicon Valley where major players from the electronics industry are located.

For any additional information, you may visit us at SAME 2012, on October 3rd, booth 14 or visit our web site: www.abilepty.com

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