

## Past JETRO Client

### Peribit Networks: Optimal Performance with JETRO

Wide Area Network (WAN) Solutions Provider uses JETRO's Free Office Facilities and Business Advisors to set up Japan K.K.

#### Opportunities in Japan

Japan's high-speed adoption of new technologies and large IT market presents great opportunities for high tech firms all around the world. One company that's taken advantage of these opportunities is Peribit, a provider of Wide Area Network (WAN) optimization solutions. "Our technology helps companies make their business applications traverse the WAN faster, more efficiently, with higher quality and more visibility", says Brad Mandell, Peribit's VP of Sales. Peribit has been doing business in Japan since 2003, and established a local subsidiary, Peribit KK, in May 2004.

#### Market Entry

With 60% of their shipments outside the U.S., Peribit was committed to establishing a permanent presence in overseas markets, especially Japan. "In order to be successful, we needed dedicated resources in Japan to support our partners developing the market," explains Mandell. JETRO offered Peribit support on a wide range of issues, including HR, incorporation, and locating/procuring office facilities. "If someone was going to Japan and had to start from the ground up, it would be foolish for them not to use JETRO", says Mandell.

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#### Results and Outlook

Currently Peribit conducts business in Japan through two channel partners, and their solutions have been deployed by several large companies, including Japan Tobacco International and Sumitomo Corporation. "Our commitment to Japan is significant and we understand the importance of investing in Japan," Mandell concludes. "The number of multinationals there presents a tremendous opportunity for Peribit. We are very committed to our partners and we'll continue to help them grow their customer bases."

## Japan Company Profile

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