# APAC Growth Strategy for Construction Software

Engineering and construction software | APAC

**Objective:** Build regional pipeline while developing growth opportunities within the existing customer base.

Anonymised interview assignment. Recommendations, roadmaps and any modelled targets are proposed.

## TARGET AUDIENCE

Engineering leaders and technical users evaluating design and project workflows. Business leaders assessing productivity, collaboration and project risk.

## STRATEGIC CHOICES

**Balance acquisition with expansion.** Create separate account cohorts for new business and existing customers.

**Use a narrow regional pilot.** Example: test a workflow-focused webinar and consultation offer for selected engineering or fabrication businesses in one serviceable market.

**Build credible technical education.** Use product-approved examples and expert participation to explain the workflow problem and evaluation criteria.

**Connect content to account follow-up.** Give Sales and partners engagement context, a clear offer and the next discussion point for each relevant account.

## 30-60-90-DAY ROADMAP

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| **Days 1-30** | **Understand the regional opportunity.** Review customers, Sales and partners. |
| **Days 31-60** | **Validate focused initiatives.** Run the account pilot and a customer education programme. |
| **Days 61-90** | **Scale demonstrated opportunity.** Expand the programmes that create accepted opportunities. |

## MEASUREMENT

Target-account engagement and accepted conversations. Qualified acquisition and expansion opportunities, reported separately. Campaign-to-conversation speed and cost per opportunity. Customer programme participation and relevant product adoption signals.

## VALIDATION BEFORE SCALE

Scale regional programmes after acquisition or expansion evidence supports the next investment.