


APEC SME Symposium

**L\_\_\_B\_\_\_COMPANY  
THROUGH CLOUD  
COMPUTING**

# Global Presence (add SF and Tucson)



# Business Units

- Ticket River
  - TicketPrinting.com
  - Ticket River Australia
  - UK Ticket Printing
  - ...and soon Canada  
Ticket Printing
- 
- Over 90,000 customers
  - North America, Europe, Australia
  - Event products: tickets, stickers, flyers & posters
  - Online event management & ticketing

# Public 'Cloud' is the Internet

- Our 5 sites
- Voice-Over-IP which networks our company and customer service

# Intra-company Cloud

- Operational Management Systems (OMS)
- Basecamp: global project and process collaboration application
- Skype
- Amazon Web Services
- Software Development Cloud
- Design Cloud

# Teams

- Business Team: Montana, San Francisco, Tucson
- Technology Team: Montana, Los Angeles, Halifax, Buenos Aires
- Customer Service Team: 4 locations in Montana
- Partners: UK, AUS, and soon Canada

# How Big?

- 25 Employees

... yes that's right

25 employees spanning:

- 4 continents
- 4 business units
- 11 locations

Headquartered in Montana.

That's the power cloud computing.

# Cloud Computing: empowering SME in Asia-Pacific

- ◎ Transactional scale
- ◎ Transparency
- ◎ Accountability
- ◎ Collaboration
- ◎ Communication
- ◎ Market scale

... but none of the above matters if



# Enablers

- ⦿ Market access and expansion
- ⦿ Standard trade practices and business laws
- ⦿ IPR

# Cloud Computing enables a new type of SME – the ‘Micro-multinational’

- Virtual
- Agile
- Global
- Data-driven
- Scalable
- Significantly More with less
- **The Little Big SME**

