



aicep Portugal Global

[Homepage](#) » [Portugalnews](#)

[Página Anterior](#)

Internationalization of a Portuguese software SME

BULLET SOLUTIONS **Bullet Solutions** is a Portuguese company which produces software and commercializes an innovative solution to elaborate, in an automatic and optimized way, the timetables of the educational institutions: **BTTE – Bullet TimeTabler Education**.

Directed to the education sector, this is the only automatic and optimized generator of school timetables in the market, able to reconcile the interests of the institution, the teachers and the students. It also presents the advantage of freeing physical and human resources to perform other tasks than the elaboration of school timetables, which is extremely time consuming and complex.

Bullet Solutions is directed to the international market, and its target is made up of higher education institutions of the European Union, particularly those that are oriented to the sciences and technologies.

According to the company, which was present in several editions of international fairs such as CeBIT and BETT, the product has no direct competition: «We do not know about the existence of another software application that makes the generation of school timetables in an automatic and optimized way. However, there are applications that are used in order to "organize" the school timetables, although they are not automatic, nor optimized. The difference between the BTTE and those software applications is that BTTE presents the best possible solution to the user, taking into account several criteria», **explains Ana Castro, Chief Marketing Officer (CMO)**.

According to Ana Castro, the main motivation for the internationalization of the BTTE product is the diversification of the Portuguese market, because in Portugal more than 80% of the entities that represent the target audience of BTTE are already customers. The opportunity provided by the implementation of the Bologna Process in the EU countries it is also a very important motivation for the internationalization of Bullet Solutions. This political measure represents an opportunity for the company, because it normalized some aspects of the construction of school timetables. The software BTTE has become, besides necessary, adapted to a large proportion of higher education schools in the EU.

Based on criteria such as the rate of importation of ICT products, the level of technological development and the implementation of the Bologna Process, **Bullet Solutions has selected the following markets such as those with the greatest potential for the importation of the software: Finland, Denmark, Netherlands, Germany, Luxembourg, United Kingdom, France, Austria, Belgium and Estonia**. However, even before choosing the destination markets, the company had already begun its process of internationalization to Germany (through a commercial agent) and to Spain, where it was sold one product license.

Regarding the entry strategy, the company has decided to concentrate on searching for higher education institutions that serve as reference to facilitate the first approach to foreign customers: «The institutions chosen as partners in this first phase of marketing entry will "test" the product in the local market», **says Ana Castro**. These institutions can be found either by direct contact or through commercial intermediaries, such as agents. The company is now searching for commercial partners to be able to start its approach to the target markets.

Learn more at:

www.bulletsolutions.eu