

Business Intelligence Solutions

Turning complexity into informed decisions

Data-driven insights designed to support strategy, growth, and risk management across Asia-Pacific.

scentium

In an increasingly complex operating environment, access to reliable, relevant, and timely intelligence is essential for effective decision-making. Business leaders require more than data. They require clarity.



What happens when businesses expand globally?

As businesses expand across markets, decision-making becomes more complex.

Common challenges include:

- Fragmented information across jurisdictions
- Limited visibility into regulatory and market developments
- Difficulty translating data into actionable insights
- Over-reliance on anecdotal or outdated information
- Inconsistent intelligence sources across teams and regions



Without a structured intelligence framework, strategic decisions are exposed to unnecessary risk.

Core Business Intelligence Needs Growth Stages



Business Expansion Stages and Challenges

Stage 1.

Exploring Asia



What the client is trying to do: Decide whether Asia makes sense and which country to prioritise.

Typical situation: Leadership is aligned on the need to diversify or expand, but there is no shared view on where to start. Vietnam, India, and Indonesia are all on the table. Internal opinions are strong. Timelines are short.

What we provide: Clear, defensible answers that support an early location decision.

Core BI Services

- Multi-country benchmarking and Asia shortlist
- Market and competitor overview
- Supplier ecosystem reality check
- Tariff and trade exposure analysis
- Risk assessment

Stage 2.

Committed To A Country



What the client is trying to do: Move from a country decision to a specific location and execution plan.

Typical situation: The country is chosen, but options at the provincial or industrial park level are overwhelming. Incentives, labour availability, and timelines are unclear.

What we provide: A practical shortlist the client can act on.

Core BI Services

- Market entry and expansion assessment
- Site selection and industrial park shortlist
- Province and industrial zone benchmarking
- Site feasibility and readiness check
- Operating setup and cost view

Stage 3.

Early execution



What the client is trying to do: Select suppliers, partners, or execution counterparts without making early mistakes.

Typical situation: Shortlists are forming quickly. Decisions feel rushed. There is major concern about credibility, capability, and hidden risks.

What we provide: Early-stage risk reduction before contracts are signed or capital is committed.

Core BI Services

- Supplier ecosystem reality check
- Supplier search and vetting
- Partner shortlist risk scan
- Counterparty and reputational risk checks
- Regulatory and policy intelligence updates

Stage 4.

Scaling In-Market



What the client is trying to do: Improve focus, performance, and consistency as operations or sales expand.

Typical situation: Growth is uneven. Some customers or channels perform well, others do not. Management wants clarity on where to focus.

What we provide: Sharper commercial insight to guide prioritisation and execution.

Core BI Services

- Demand and customer analysis
- Route-to-market and channel assessment
- Pricing and competitive landscape check
- Ongoing market and competitor intelligence briefs
- Risk assessment

Stage 5.

Multi-Country Asia Footprint



What the client is trying to do: Coordinate decisions across multiple Asian markets.

Typical situation: Regional teams struggle to compare markets consistently. Data is fragmented. Decisions are made in silos.

What we provide: Comparable intelligence that aligns stakeholders across countries.

Core BI Services

- Multi-country benchmarking
- Regional market and investor trend tracking
- Cross-market supplier and partner screening
- Regulatory and policy monitoring

Stage 6.

Transformation or Transaction



What the client is trying to do: Support a time-bound decision such as an investment, acquisition, relocation, or platform build.

Typical situation: Board deadlines are fixed. Full diligence is not yet justified. Leadership needs fast clarity.

What we provide: Concise, forwardable intelligence for senior decision-makers.

Core BI Services

- Market and competitor overview
- Fast commercial checks before an expansion move or deal
- Target and partner landscape mapping
- Recurring target update

How We Help to Reduce Market Entry Risk



Problem and Solutions Framework

Problem

Solutions



Commercial Intelligence

Unsure which market to enter, where real demand sits, who they are competing against, or how customers actually buy. Internal teams have opinions but lack decision-grade clarity.



Core BI Services

- Market entry and expansion assessment.
- Sector and industry trend tracking.
- Market and competitor overview.
- Demand and customer analysis.
- Pricing and competitive landscape assessment.
- Ongoing market and competitor intelligence briefs.



Location Intelligence

Need to choose the right country, then the right province, then the right site. Too many options, conflicting advice, and no clear way to compare trade-offs. Pressure to move quickly without making a costly location mistake.

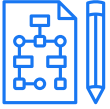


Core BI Services

- Multi-country location benchmarking and country shortlist.
- Final site recommendation and industrial park matching.
- In-country location benchmarking across provinces/states or regions.
- Industrial zone and industrial park comparison.
- Site feasibility and readiness assessment (labour, utilities, timeline, constraints).

Problem

Solutions



Supply Chain Intelligence



Do not know what can realistically be sourced locally, which suppliers are credible, or where hidden risks sit. Worried about supplier concentration, quality failures, or trade exposure.

Core BI Services

- Supplier ecosystem reality check.
- Supplier search and screening.
- Supplier longlists and shortlists.
- Tariff and trade exposure analysis.



Compliance Intelligence



Conflicting information on what is allowed, what causes delays, and where compliance risks sit. Need to plan sequencing and cost before committing, without diving straight into legal work.

Core BI Services

- Market access and compliance gating overview.
- Regulatory and policy intelligence updates.
- Risk assessment.



Stakeholder Intelligence



Unsure which partners, targets, or counterparties are credible. Concerned about reputational risk, misaligned incentives, or choosing the wrong local partner.

Core BI Services

- Partner and target identification.
- Commercial and operational diligence.
- Counterparty and reputational risk checks.



Government and Economic Development Organisation Support



Need on-the-ground coordination, access, and context without building a full local team. Desire visibility into policy direction, incentives, and investor activity.

Core BI Services

- In-market representation.
- Trade missions and trade show support.
- Overseas office staffing solutions.
- Regulatory and policy monitoring.
- Intelligence on market, policy, and investor trends.

Case Study

Multi-Country Benchmarking Study



Situation

- The company is a **Germany-based electronics manufacturing services provider** reviewing its Asia growth strategy, including expanded manufacturing capacity and a broader regional customer base.
- To diversify production, the company shortlisted **Indonesia, Thailand, and Vietnam** as potential manufacturing locations.
- We were engaged to conduct a **comparative, multi-country benchmarking assessment** to support the location decision.

Approach

- We worked with the company to define evaluation criteria covering the **political and economic environment, regulatory framework, environmental standards, manufacturing locations, operating costs, labour, logistics, structuring, tax, tariffs, and incentives.**
- We reviewed the company's existing operating model to align the analysis with its technical and commercial requirements.
- We conducted secondary research using public and proprietary databases and gathered inputs from industrial zones and investment promotion agencies, supported by local market commentary.
- We combined quantitative indicators with qualitative market assessment and delivered a comparative report **ranking the three countries against the company's investment priorities.**

Key Challenges

- **Limited information** of some countries of interest.

Result

- **Multi-country Benchmarking Report** with cross-country assessment and optimal country recommendation for Company.

Site Selection Advisory



Situation

- The company is a **US-based manufacturer of finished injection moulded plastic parts, zinc-die products,** and related design services.
- The company planned to establish a **ready-built manufacturing facility** within an Export Processing Enterprise in **southern Vietnam** to support metal stamping, pad screen printing, spray painting, and assembly operations.
- We were engaged to **identify and evaluate suitable ready-built factory options** and support the **site selection** process.

Approach

- We worked with the company to **define site selection criteria** based on **operational, technical, and timeline requirements.**
- We **conducted market screening** using proprietary databases and direct outreach to industrial parks and factory operators.
- We assessed shortlisted locations and **delivered a comparative analysis,** including ranking based on alignment with the company's key criteria.
- We **coordinated stakeholder meetings, managed site visit logistics,** and **accompanied the project team** throughout the evaluation process.

Key Challenges

- The project was **time-sensitive,** with limited flexibility on **site availability** and **decision timelines.**

Result

- We screened over **130 industrial parks** and developed a **longlist of 8** suitable ready-built factories.
- **5 factories** across 2 provinces were shortlisted for final evaluation.
- We supported the selection of an optimal factory location in **Long An Province** and transitioned into ongoing advisory and operational support.

Case Study

Supplier Search



Situation

- Our client sought to develop a **new supply chain in Vietnam** due to **trade disruptions between China and the United States**.
- The company aimed to identify **qualified lock manufacturers** capable of meeting technical, quality, and pricing requirements.
- We were engaged to identify and assess **suitable suppliers in Vietnam**.

Approach

- We worked with our client to define supplier evaluation criteria, including **product category, technical capability, quality standards, and target pricing**.
- We conducted market research using **proprietary databases, export data, and local industry networks** to identify lock manufacturers in Vietnam.
- We **screened suppliers**, conducted **credibility assessments**, and **shortlisted candidates** based on evaluation criteria.
- We coordinated **communications, samples, meetings, and on-the-ground support** for our client.

Key Challenges

- The pool of manufacturers with **sufficient capacity and technical capability was limited**.

Result

- We shortlisted **3 qualified lock manufacturers**, including **2 in southern Vietnam and 1 in northern Vietnam**.
- We **supported business meetings** and provided a **final recommendation** on optimal suppliers based on assessed data.

Leadership You Can Trust

Dan Martin

Co-Head of
Business Intelligence,
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Dan Martin is the Co-Head of Business Intelligence at Ascentium, based in the firm's Hanoi office. In this role, Dan leads the delivery of cross-border business intelligence solutions for multinational clients, economic development organisations, and institutional stakeholders, supporting market entry, expansion, supply chain diversification, and investment decision-making across Asia.



Thuy Le

Business Manager,
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Thuy Le is a Business Manager at Ascentium Ho Chi Minh City. In this role, she supports multinational companies, investors, and institutional stakeholders with front-end business intelligence and strategic advisory related to market entry, expansion, and investment planning in Vietnam and Southeast Asia.



Our people lead.

Our technology enables.

Our clients feel the difference.

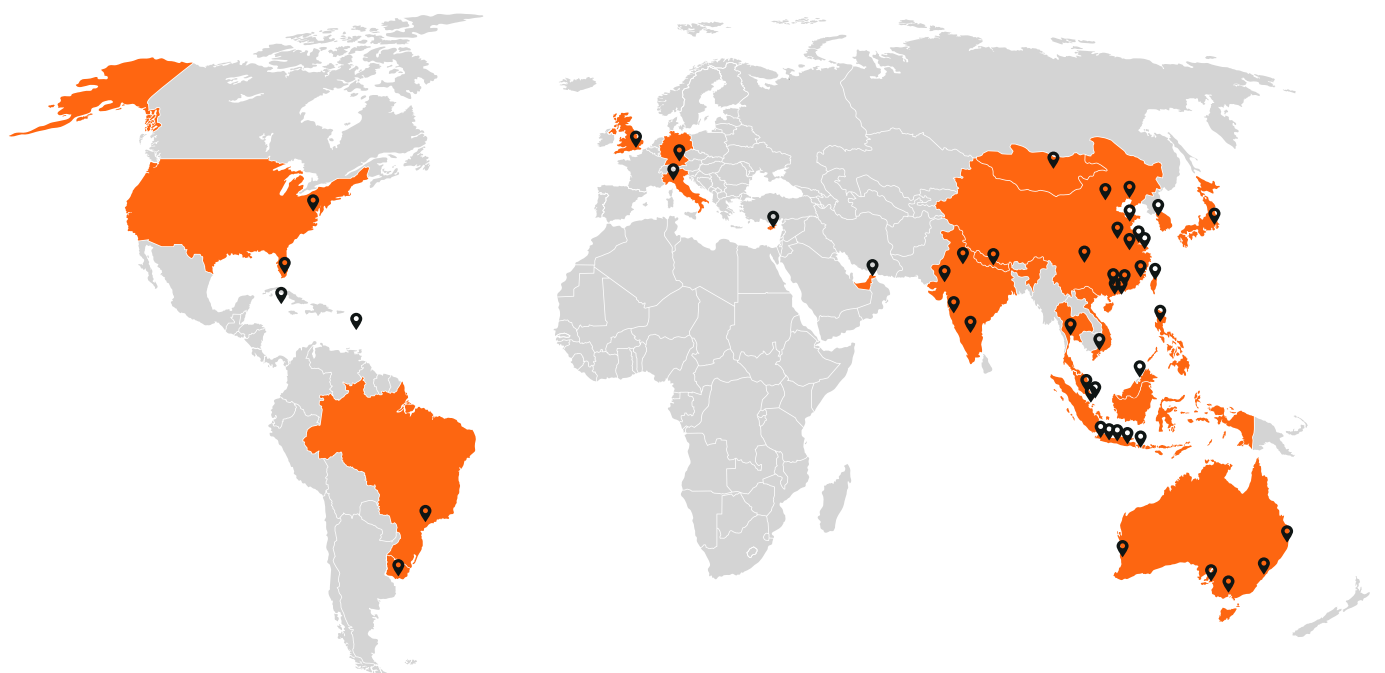
About Ascentium

Ascentium is a leading global business services platform dedicated to helping businesses and individuals scale greater heights. Headquartered in Singapore, we drive extraordinary growth through expert people, purpose-led technology, and an unwavering commitment to service excellence.

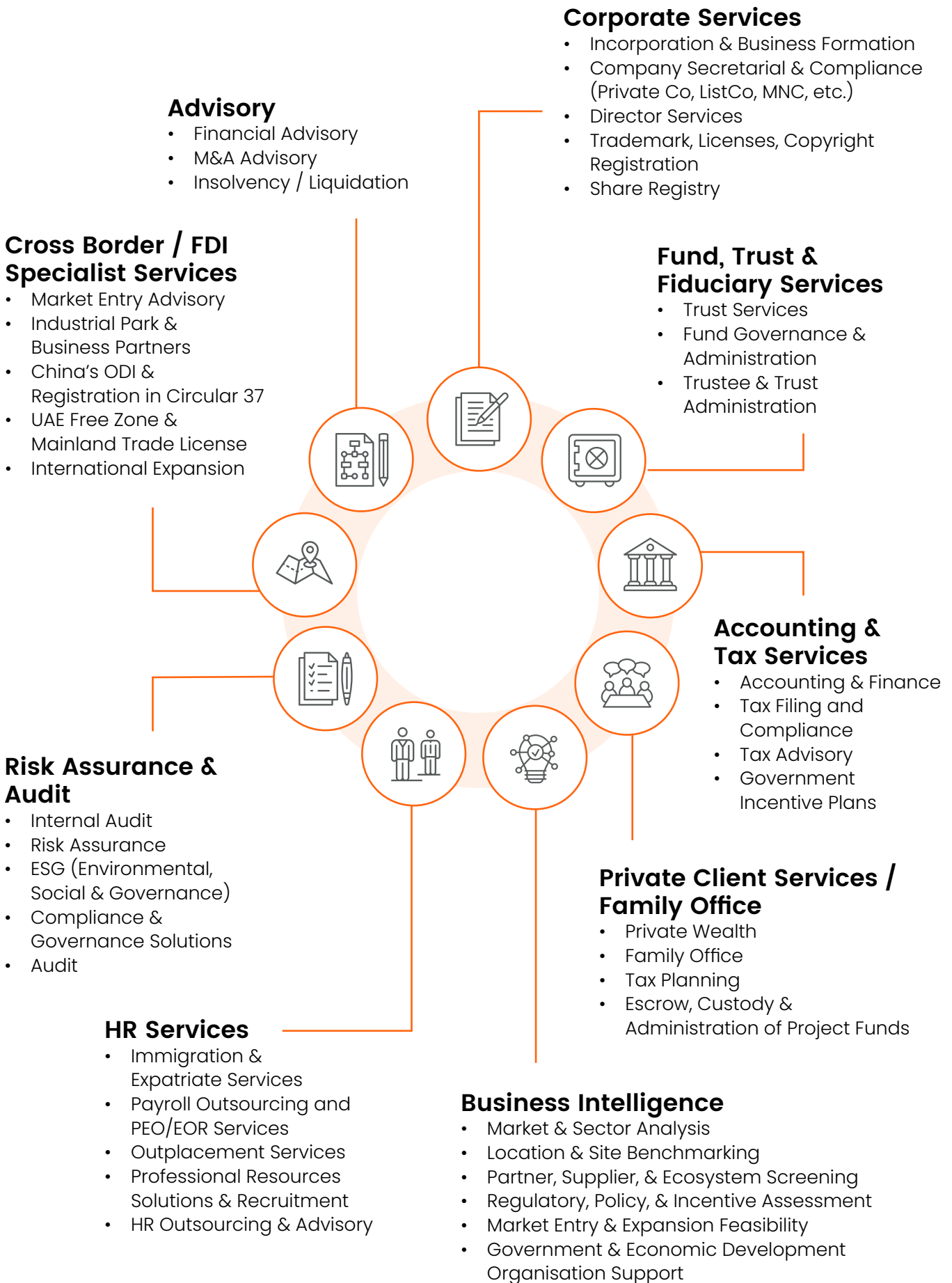
With over 2,900 professionals across 57 cities in 27 markets globally, we deliver integrated solutions in corporate services, finance and accounting, fund administration, human resources, and fiduciary and trust services. Serving more than 65,000 client entities across diverse industries, Ascentium combines specialised expertise with innovative, technology-enabled solutions to help clients navigate complexity and unlock new opportunities for sustainable growth.

At Ascentium, we are proving that global scale and exceptional client experience go hand in hand, each making the other stronger because we believe in better.

Industry Reputation	High-Quality Service	Tech-Enabled Client Platform
 50+ Years Operating Track Record	 2,900+ Professionals	 65,000+ Client Entities
 57 Cities Served	 5,400+ New Incorporations Annually	 40,000+ Active Clients
 27 Markets Covered	 16,000+ Tax Filings Annually	 488,000+ Payslips Processed Annually



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