



**Lexelerator – An Industry Perspective**

Delivering **Unmatched Business Value**



**Enzen - Fact Sheet**

- **2 year old organization employing over 400+ Consultants & Technology Experts**
- **Presence in multiple verticals / horizontals**
- **60+ Customers across US, Europe & APAC**
- **20+ strong partner network**
- **Operating in 15 countries across Europe, US, ME & Asia Pac**
- **12 offices across the globe.**



## E-Business Challenges - Industry Perspective



- **Intellectual Capital:** Copyrights, Trademarks, Domain Names, Patents and trade secrets etc
- **Contracts** - The requirements to form a valid contract vary from one jurisdiction to another, and there may be special rules for forming contracts online. Different business behaviour, for example where contractual compliance is concerned: in Europe, immediate compliance is often required whereas elsewhere, there is a time window available. It is important to consider those requirements when deciding where to do business online and with whom.
- **Governance & Jurisdiction** - Lets take an example: European company wishes to partner with Indian company to sell products & services in the Indian market. Indian company wants agreement to have governance and jurisdiction based out of India. European company feels that Indian legal system has several loop-holes hence wants to stick to EU jurisdictions.
- **Dispute Resolution:** Executing projects across geographies is complex. What's more complex is trying to collect money in case of a dispute. With the parties dispersed geographically the issue of jurisdiction and resolution has taken on a whole new meaning.
- **Taxation:** This is a very complex and technical area as Taxation across borders and geographies is very challenging and needs expert advice. For example, you may have legal obligations to collect or withhold taxes, or you may be subject to an exemption. Your customer may also have to withhold taxes on your bill. You should be sure to obtain good accounting, tax and legal advice, particularly if you are selling across provincial or international borders.



## E-Business Challenges - Industry Perspective



- **Privacy:** Most web sites today detail the company's privacy policy. However, very few take this issue seriously. One must never ask for some personal data such as social security numbers and "mother's maiden name". Some web sites use this information as customer ids and password verification! There are better and more secure ways of doing this because security is not only in protecting information but also in not having it, unless absolutely necessary, in the first place.
- **Spam:** Regulated under consumer protection laws of several companies. Would business promotions mails / cold calls be considered spam?
- **Data protection** and privacy that is much stricter in Europe and that may cause considerable problems for international data transfer.
- **Copyright Infringement / Identity Theft & Internet Fraud / Domain Name Disputes** etc
- **Website** - With a web site, can your business be exposed to a lawsuit in any state (or country) where a visitor to your site lives?



Any Questions?



In the end, the best road-map is always *experience*. And to make sure you *reach* your goal, we'll go that *extra* mile.

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