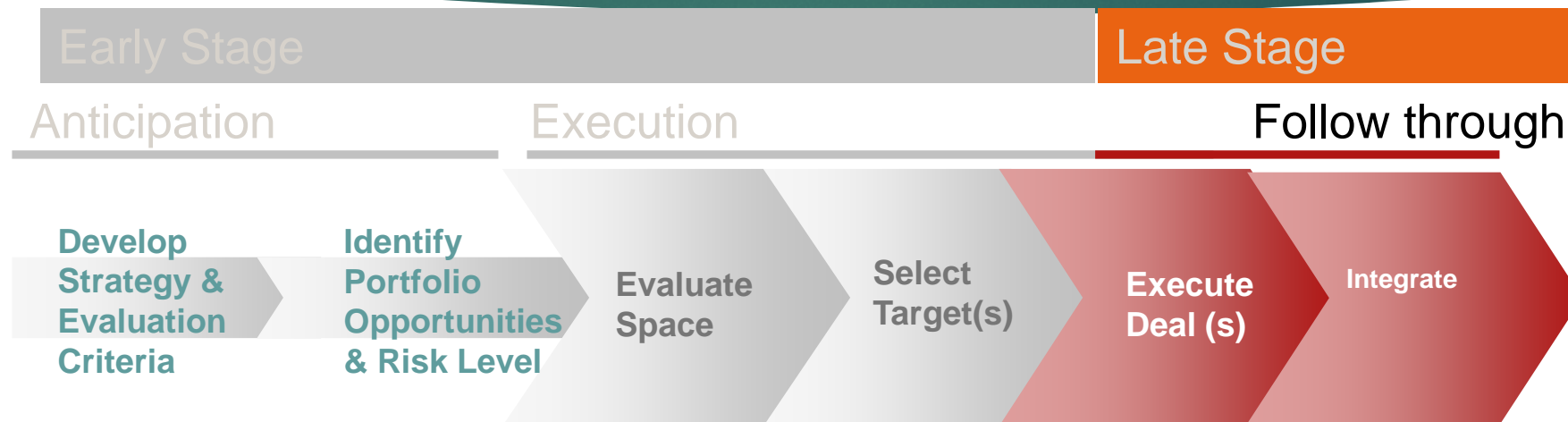


Strategic Alliance Management

PHASES OF EACH STAGE OF PARTNERSHIP

Created By David Berry 07/16/2013

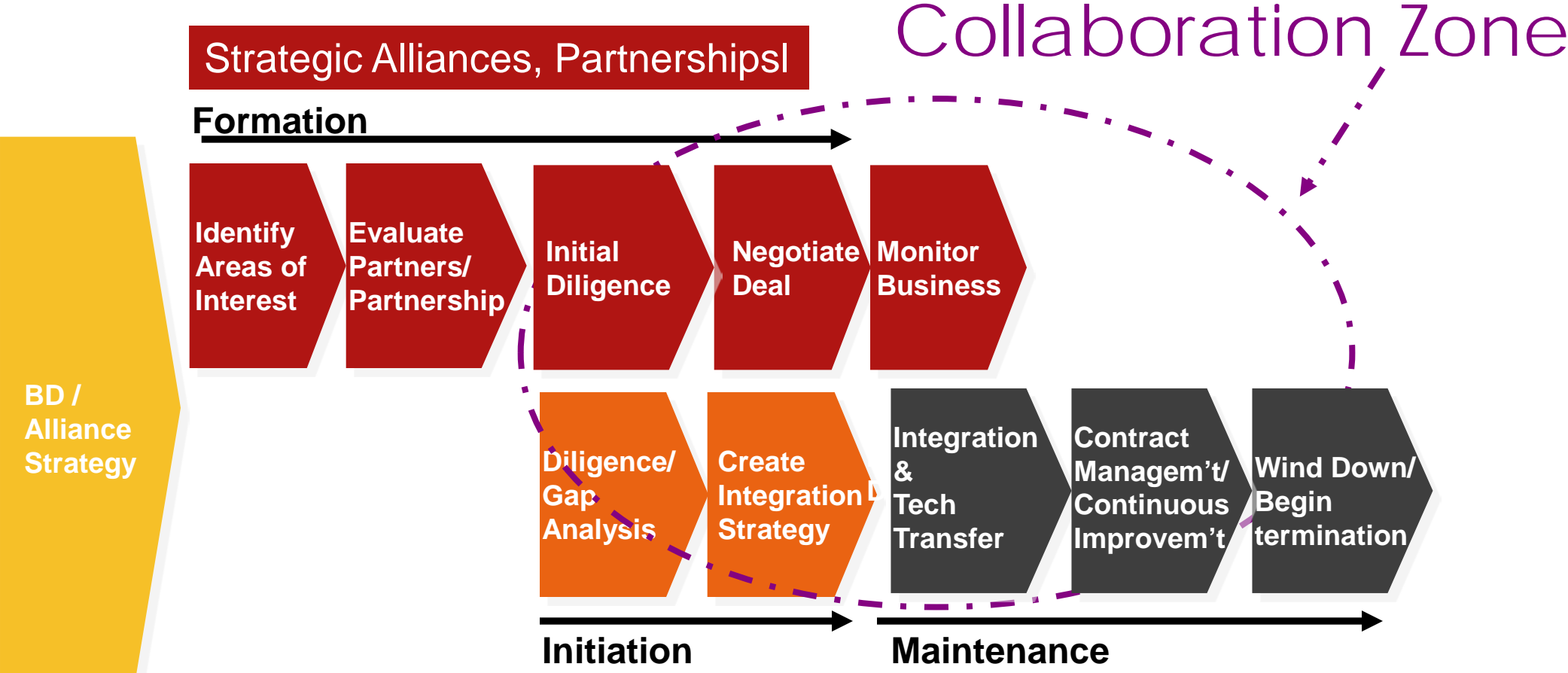
Execution of the deal is where the rubber meets the road...



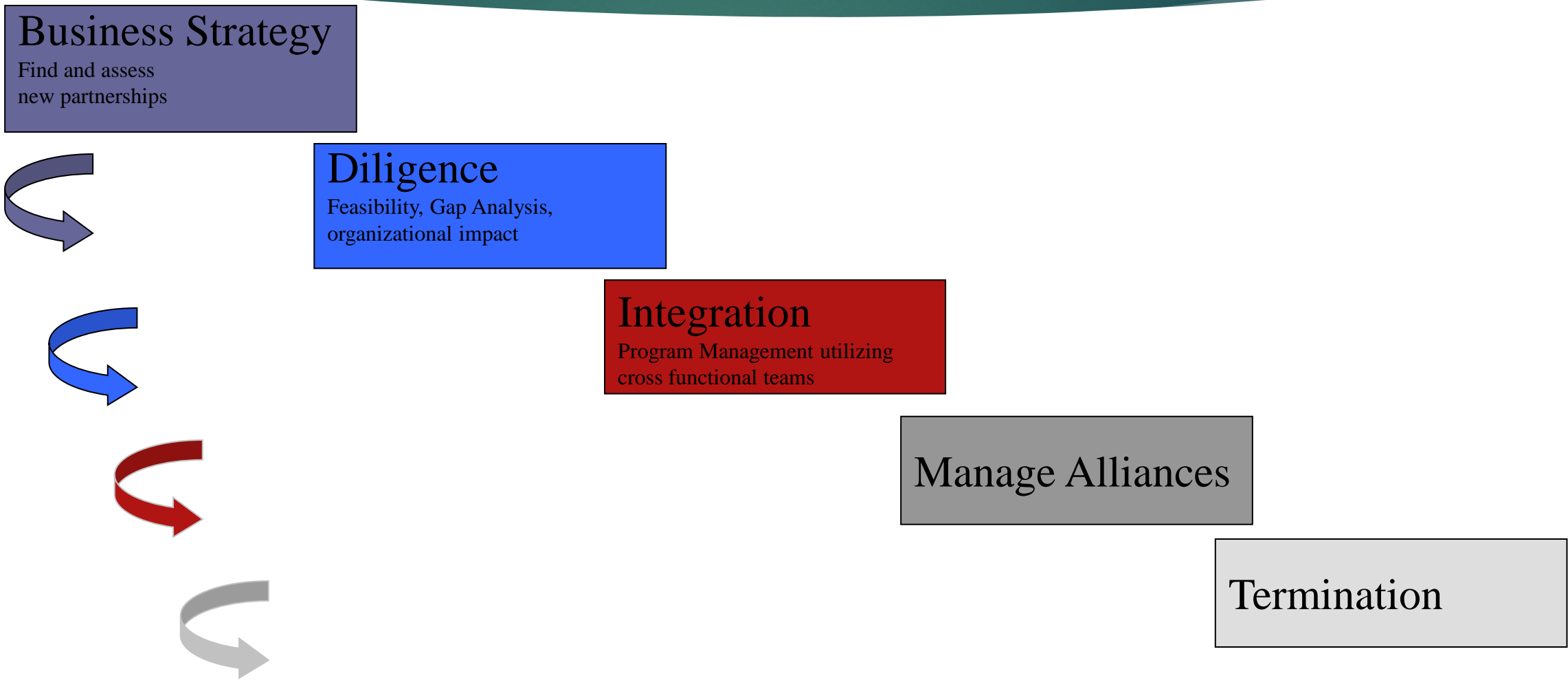
- ▶ When the deal is a strategic alliance, internal cross functional coordination is critical
- ▶ Establish seamless integration of alliance at all levels of the organization
- ▶ Monitor partnership for general health and further opportunities to enhance relationship

Extensive collaborations need to be managed

...



Alliance Team has a role across all phases of the Partnering Spectrum





Business Development / Strategic Alliance Management drives

Business Strategy

Partner with business units to create
or identify opportunity's

Develop strategy's to address gaps or
opportunities

Obtain alignment on strategy, timing and focus

Develop top level approach to execute

Lead initiatives (business reviews, initial
assessments etc)



Strategic Alliance Management is key to the success for a swift execution of the Agreement

Business Strategy

Partner with business units to create or identify opportunity's



Diligence

Feasibility, Gap Analysis, organizational impact

Leading assessments for adhoc opportunities

Assist with value proposition vs impact to organization trade offs

Present capabilities to potential partners

Single point of contact to broader organization opportunity considerations and assessments

Bring increased speed and communication for faster decisions

Strategic Alliance Management is the single point of contact to internal functional areas and contract partnership

Business Strategy

Partner with business units to create or identify opportunity's

Diligence

Feasibility, Gap Analysis, organizational impact

Integration

Program Management utilizing cross functional teams

Create governance structure

Create Communication and escalation plan

Develop integration plan and manage integration teams

Single point of contact to partner and internal teams

Create process, system and tools for seamless integrations

Strategic Alliance Management drives the development of systems and tools to enable seamless management of our external portfolio

Business Strategy

Partner with business units to create or identify opportunity's

Diligence

Feasibility, Gap Analysis, organizational impact

Integration

Program Management utilizing cross functional teams

Manage Alliances

Create processes to enable handoff and management to affected departments

Ongoing support to assist with conflict resolution, MOU's etc.

Maintain collaboration and the spirit of the agreement

Strategic Alliance Management leads termination effort

Business Strategy

Partner with business units to create or identify opportunity's

Diligence

Feasibility, Gap Analysis, organizational impact

Integration

Program Management utilizing cross functional teams

Manage Alliances

Termination

Contract deliveral review
Organizational communications

Creates strategies with last time buys/overall contract rap ip

Creates plans to Manage inventories

Manage internal and external expectations and special requests

Create extension or wind down strategies