
PAD202 Examples

Various Examples for Strategic Alignment Elements based on Vendor
Business Type

Hardware Vendor Example

Partnership Mission

<Vendor Name> Value:

<Vendor Name> is the worldwide leader in networking that transforms how Financial Services organizations connect, communicate and collaborate and brings to the partnership a deep solution expertise in the areas of enterprise networking and security.

<Partner Name> Value:

<Partner Name> is a market leading technology services provider in Financial Services and brings to the partnership deep experience in driving customer infrastructure and security projects to successful conclusion with a positive ROI.

Market Opportunity:

The <Vendor Name> / <Partner Name> partnership will focus on the Financial Services Industry in Southeast Asia specifically in the areas of network infrastructure services and security services.

Solution:

The <Vendor Name> / <Partner Name> partnership will provide the Financial Services Industry customers in Southeast Asia with proven, leading-edge networking infrastructure and security technology and business process solutions at competitive prices to help them compete more effectively and drive market share growth.

Partnership Long-term Goal

Be one of top-two providers of Financial Services network infrastructure services and solutions in Southeast Asia within five years as measured by product revenue and services revenue generated through the partnership.

Strategic KPIs

- Partnership-related Vendor Revenue Growth YoY
- Partnership-related Partner Revenue Growth YoY
- # of Partnership-related Customers

Strategic Alignment Rhythm

Strategic Element Review

Bi-annually each January, Vendor HQ Offices, Exec Sponsor Update, Mission & Goals Review & Renew

Strategic Investment Review

Annually each January, Partner Regional HQ offices, Exec Sponsor update, investment ROI discussion

Strategic Stakeholders

Vendor Exec Sponsor: Siew Wong, SVP Sales
Partner Exec Sponsor: Harold Lee, Owner

Platform Software Vendor Example

Partnership Mission

<Vendor Name> Value:

<Vendor Name> is the leader in infrastructure software that allows organizations to create highly secure and fast networks while building data center agility, and brings to the partnership deep infrastructure expertise in the areas of networking, security, and virtualization.

<Partner Name> Value:

<Partner Name> is a market leading infrastructure services provider and brings to the partnership deep infrastructure project experience in medium-sized, multi-country organizations.

Market Opportunity:

The <Vendor Name> / <Partner Name> partnership will focus on the mid-market in Central and Eastern Europe specifically in the areas of infrastructure solutions and services.

Solution:

The <Vendor Name> / <Partner Name> partnership will provide mid-market customers in Central and Eastern Europe with innovative yet dependable infrastructure services and solutions at to help them support their aggressive business growth.

Partnership Long-term Goal

Be the Central and Eastern European market-share leader within six years in providing networking, security and virtualization solutions at reasonable prices through on-time, on-budget projects.

Strategic KPIs

- Partnership-related Vendor Market Share Growth YoY
- Partnership-related Partner Market Share Growth YoY

Strategic Alignment Rhythm

Strategic Element Review

Bi-annually each March, Vendor HQ Offices, Exec Sponsor Update, Mission & Goals Review & Renew

Strategic Investment Review

Annually each October, Partner HQ offices, Exec Sponsor update, investment ROI discussion

Strategic Stakeholders

Vendor Exec Sponsor: Henry Polexi, EVP Sales
Partner Exec Sponsor: Mikail Overitch, President

Tools Software Vendor Example

Partnership Mission

<Vendor Name> Value:

<Vendor Name> is the worldwide leader in application development software that transforms how developers design and develop mobile applications while bringing products to market much faster, and brings to the partnership a wealth of experience in the area of application development.

<Partner Name> Value:

<Partner Name> is a market leading application development services provider in the Public Sector and brings to the partnership deep experience in driving app development projects in the area of government regulation and compliance.

Market Opportunity:

The <Vendor Name> / <Partner Name> partnership will focus on the Public Sector, specifically in the area of government regulation and compliance application development.

Solution:

The <Vendor Name> / <Partner Name> partnership will provide Public Sector customers with fast-to-market, reliable application development solutions at competitive prices to help them drive adoption and customer success.

Partnership Long-term Goal

Be the market go-to-provider within five years in Public Sector of mobile application development projects based on the <Vendor Product> platform as measured by software and services revenue.

Strategic KPIs

- Partnership-related Vendor Revenue
- Partnership-related Partner Revenue
- Partnership-related Projects Growth YoY in Public Sector

Strategic Alignment Rhythm

Strategic Element Review

Annually each July, Partner Regional HQ Offices, Exec Sponsor Update, Mission & Goals Review & Renew

Strategic Investment Review

Semi-annually July/Jan, Vendor HQ offices, Exec Sponsor update, investment ROI discussion

Strategic Stakeholders

Vendor Exec Sponsor: Abigail Lester, VP Public Sector
Partner Exec Sponsor: Geoff Owens, Practice Owner

Application Software Vendor Example

Partnership Mission

<Vendor Name> Value:

<Vendor Name> is the worldwide leader in sales and service automation for Healthcare organizations that revolutionizes how providers drive costs down and satisfaction up, and brings to the partnership a deep solution expertise in the areas of healthcare sales force automation and customer service automation.

<Partner Name> Value:

<Partner Name> is a market leading consulting services provider in Healthcare and brings to the partnership deep experience in driving sales and service automation projects to successful conclusion with a positive ROI.

Market Opportunity:

The <Vendor Name> / <Partner Name> partnership will focus on the Healthcare Industry in the Americas, specifically in the areas of sales and services automation solutions and services.

Solution:

The <Vendor Name> / <Partner Name> partnership will provide the Healthcare Industry customers in the Americas with proven, innovative sales automation and service automation solutions at competitive prices to help them drive market share, customer satisfaction and revenue.

Partnership Long-term Goal

Within four years be the premiere provider of Healthcare sales and service automation solutions in the Americas as measured by revenue and market share.

Strategic KPIs

- Partnership-related Vendor Revenue Growth YoY
- Partnership-related Partner Revenue Growth YoY
- Partnership-related Market Share Growth YoY

Strategic Alignment Rhythm

Strategic Element Review

Bi-annually each May, Partner HQ Offices, Exec Sponsor Update, Mission & Goals Review & Renew

Strategic Investment Review

Annually each May, Vendor HQ offices, Exec Sponsor update, investment ROI discussion

Strategic Stakeholders

Vendor Exec Sponsor: Leah Veracci, Chief Sales Officer
Partner Exec Sponsor: Ursula Yelstin, Managing Partner