

---

# Driving Partnership Strategic Alignment

---



THE RUDOW GROUP, INC.

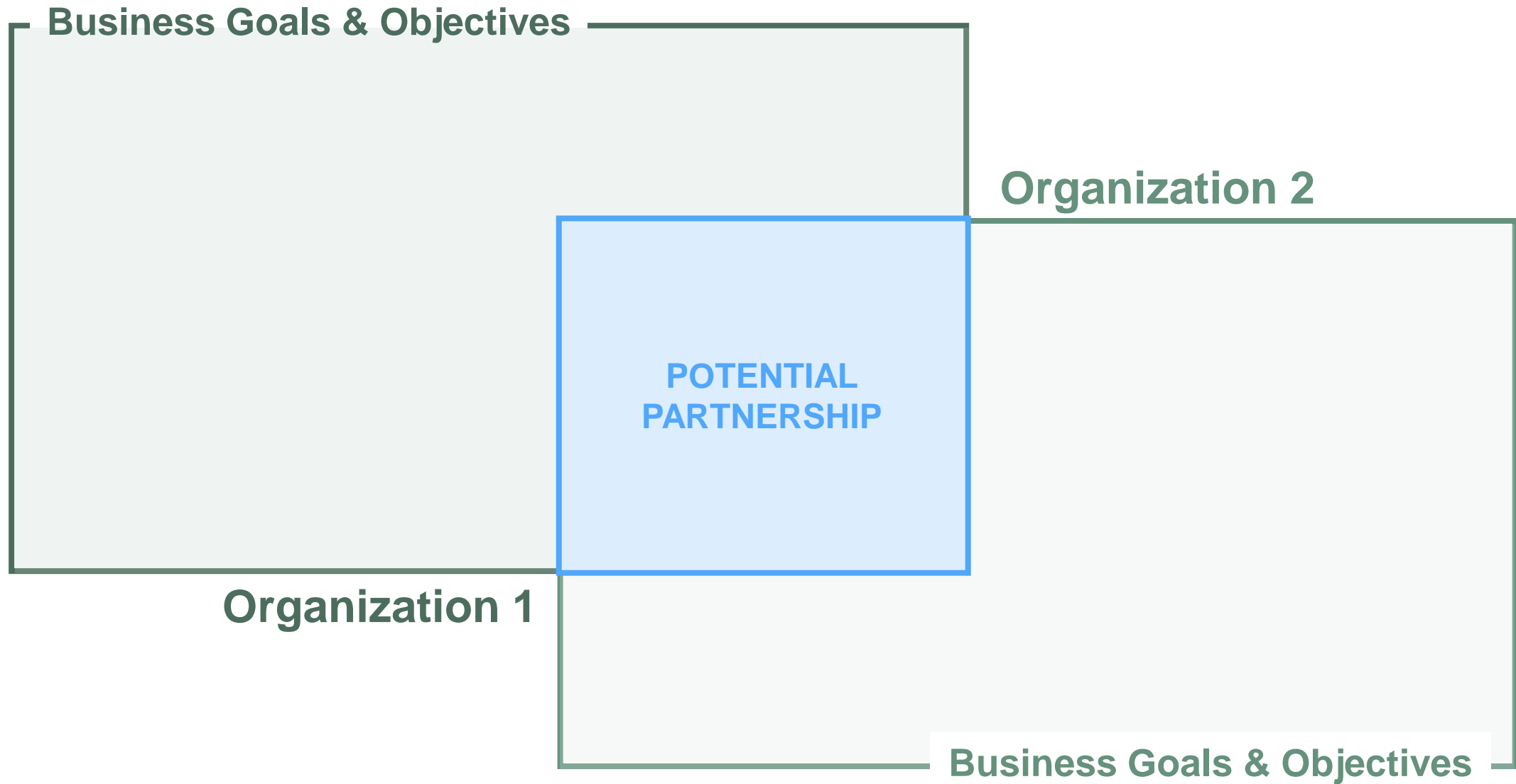
# Asset Objectives

Improve ability  
to drive  
strategic,  
long-term  
alignment in  
partnerships

*Improve participant's ability to:*

- Understand and leverage the true business synergy in any partnership*
- Collaborate and negotiate partnership mission and long-term goals for a mutually beneficial relationship*
- Define appropriate performance metrics and review rhythm to maintain strategic alignment*
- Identify strategic alignment stakeholders*

# Pragmatic Partnerships



# Pragmatic Partnerships

## Business Goals & Objectives

*Revenue from  
Vendor Solution  
License / Subscription*

*Revenue from  
Support / Maintenance*

*Revenue from Services*

**VENDOR**

**PARTNER**

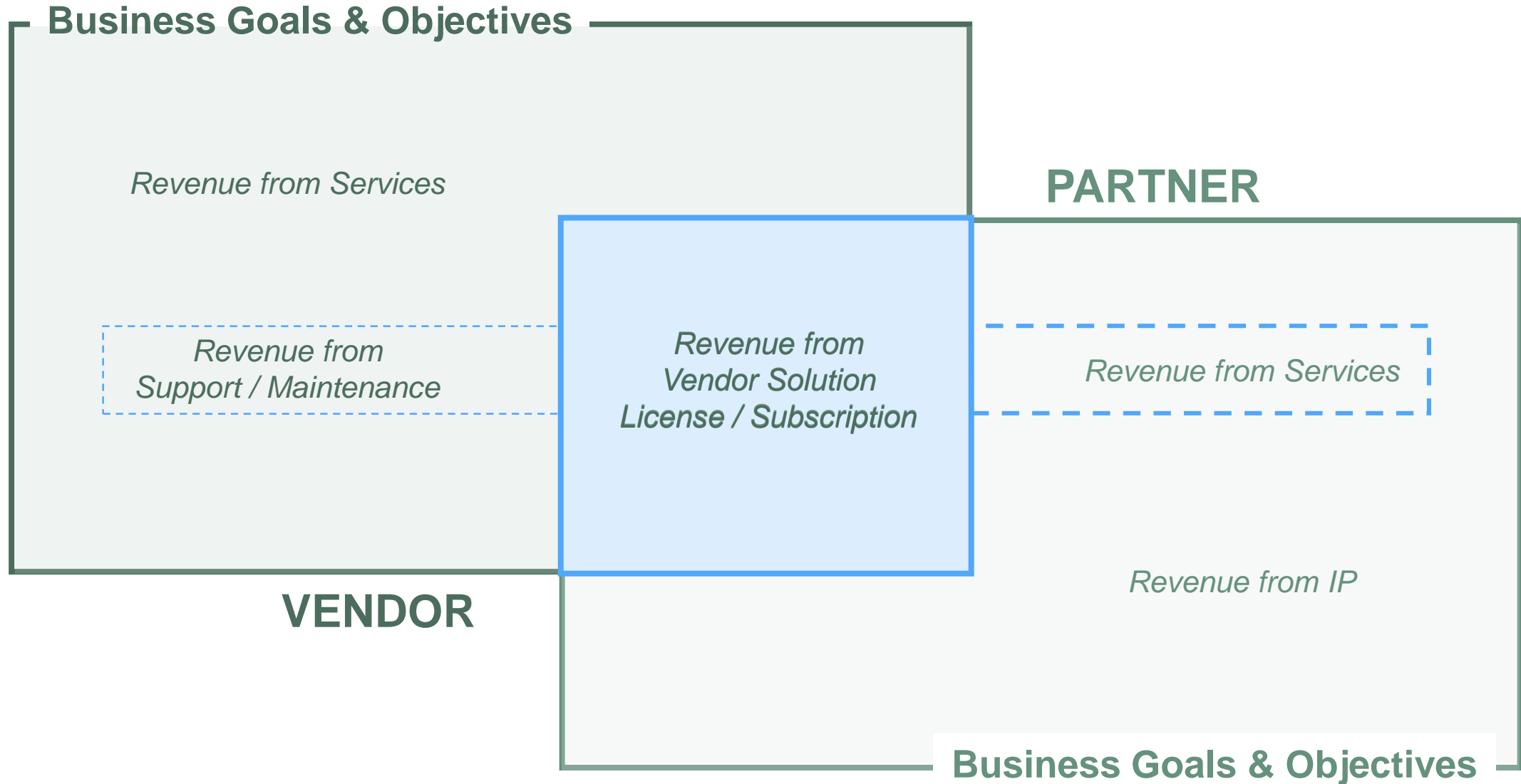
*Revenue from Services*

*Revenue from  
Vendor Solution  
License / Subscription*

*Revenue from IP*

**Business Goals & Objectives**

# Pragmatic Partnerships



# Pragmatic Partnerships

## Business Goals & Objectives

*Revenue from  
Vendor A  
Platform*

*Revenue from  
Support / Maintenance*

*Revenue from Services*

**VENDOR A**

## Business Goals & Objectives

*Revenue from  
Vendor B  
Platform*

*Revenue from  
Support / Maintenance*

*Revenue from Services*

**VENDOR B**

**PARTNER**

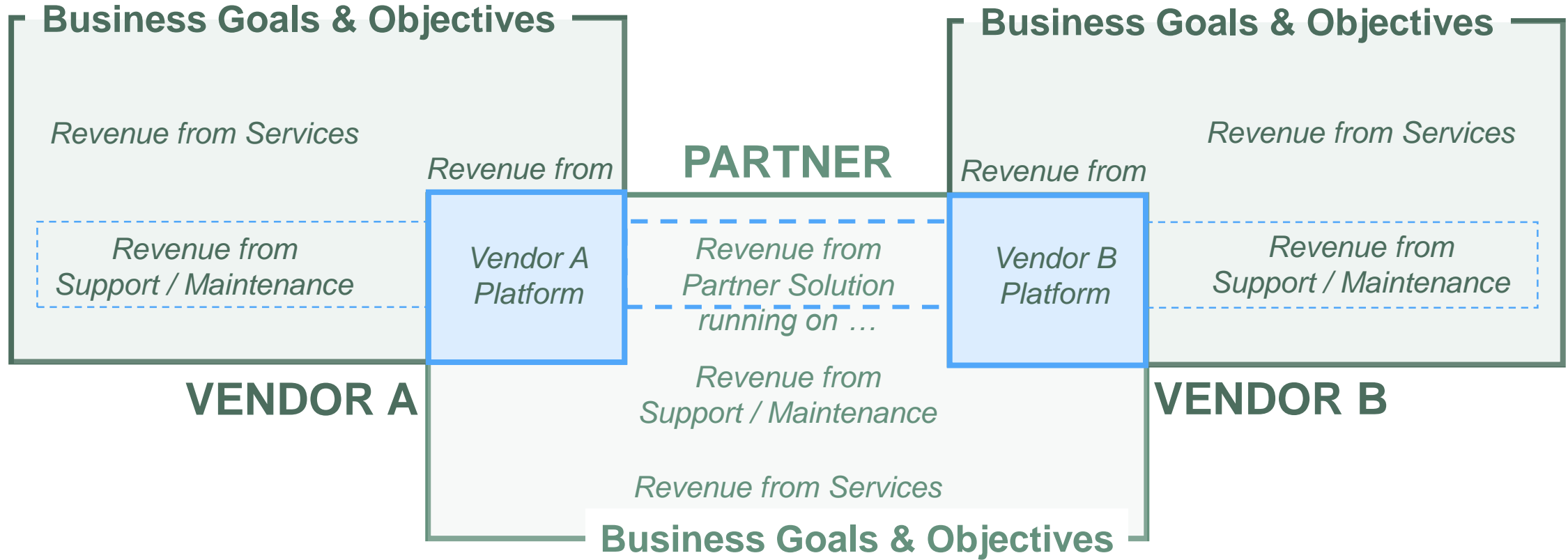
*Revenue from  
Partner Solution  
running on ...*

*Revenue from  
Support / Maintenance*

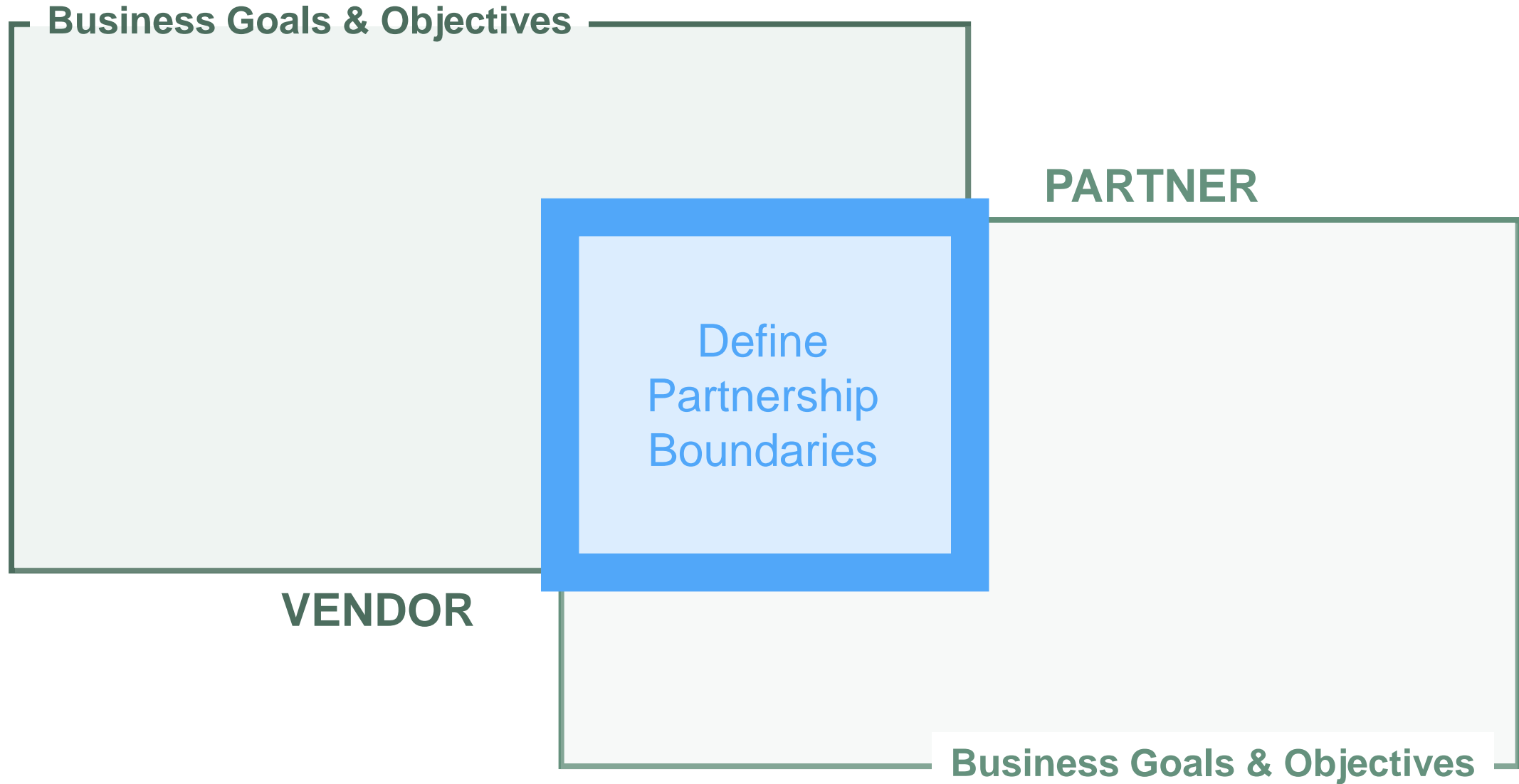
*Revenue from Services*

**Business Goals & Objectives**

# Pragmatic Partnerships



# Driving Strategic Alignment





# 1. Collaborate on Partnership Mission

## Partnership Strategic Alignment

*Why are we  
working  
together?*

### MISSION

- ☑ Defines strategic value each partner brings to the partnership
- ☑ Defines the market opportunity(s) the partnership will pursue
- ☑ Defines what solution or value the partnership will provide to the market

### Vendor Value

Value the vendor brings to the partnership

### Partner Value

Value the partner brings to the partnership

### Market Opportunity

Business challenge(s) to address, customer profiles, industries, geographies, etc.

### Solution

Solution, services, and resulting business value the partnership brings to the market

## 2. Negotiate Long-term Partnership Goals

### Partnership Strategic Alignment

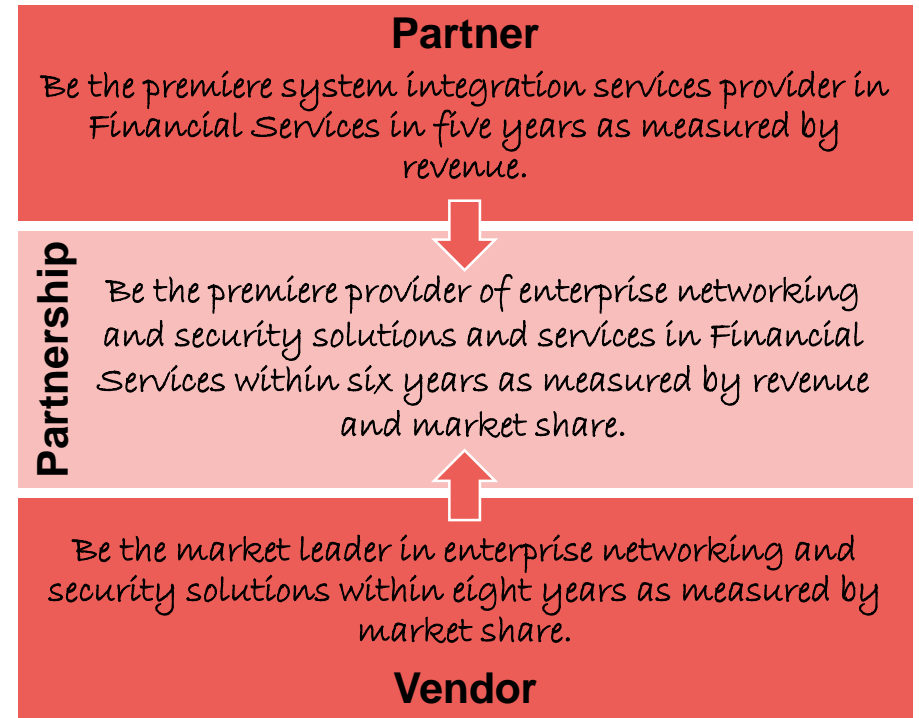
#### MISSION

Why are we working together?

*What do we hope to accomplish long-term?*

### LONG-TERM GOAL(S)

- ✓ Visionary or aspirational in nature
- ✓ Create end-point for tactical engagement
- ✓ Create boundaries for tactical engagement
- ✓ Contribute to long-term goals of both companies



# 3. Define Strategic Alignment KPIs



## KPIs

- ☑ What metrics are representative of our strategic alignment?
- ☑ What metrics ensure we continue in the correct direction together?

- Partnership-related Vendor Revenue Growth/Trend
- Partnership-related Partner Revenue Growth/Trend
- Trend in Partnership-related Deal / Project Size
- Partnership-related Market Share Growth/Trend
- Partnership-related Customer Wins Growth/Trend

# 4. Define Strategic Alignment Rhythm

## Partnership Strategic Alignment

### MISSION

Why are we working together?

### LONG-TERM GOAL(S)

What do we hope to accomplish together?

### KPIs

How will we know if we are successful?

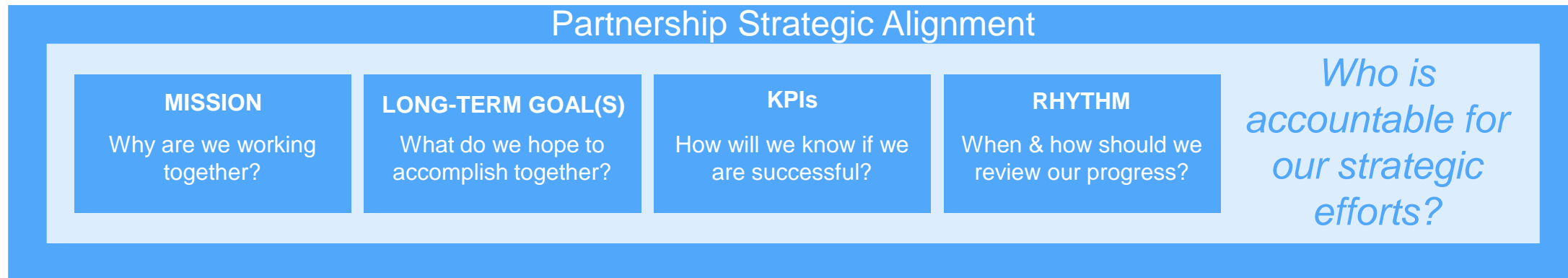
*When and how should we review our progress?*

## RHYTHM

- ☑ Defines when and how the partnership strategic elements will be reviewed and renewed
- ☑ Defines when and how the partnership investment(s) will be reviewed and renewed
- ☑ Defines when and how strategic conflicts will be addressed

- Frequency
- Location
- Participants
- Agenda / Topics

# 5. Identify Strategic Alignment Stakeholders



## STAKEHOLDERS

- Who is accountable for our strategic partnership efforts?
- Who is responsible to address / resolve strategic conflicts and/or changes?

- Executive Sponsors
- Investment Advisors

# Driving Strategic Alignment

## Partnership Strategic Alignment

### MISSION

Why are we working together?

### LONG-TERM GOAL(S)

What do we hope to accomplish together?

### KPIs

How will we know if we are successful?

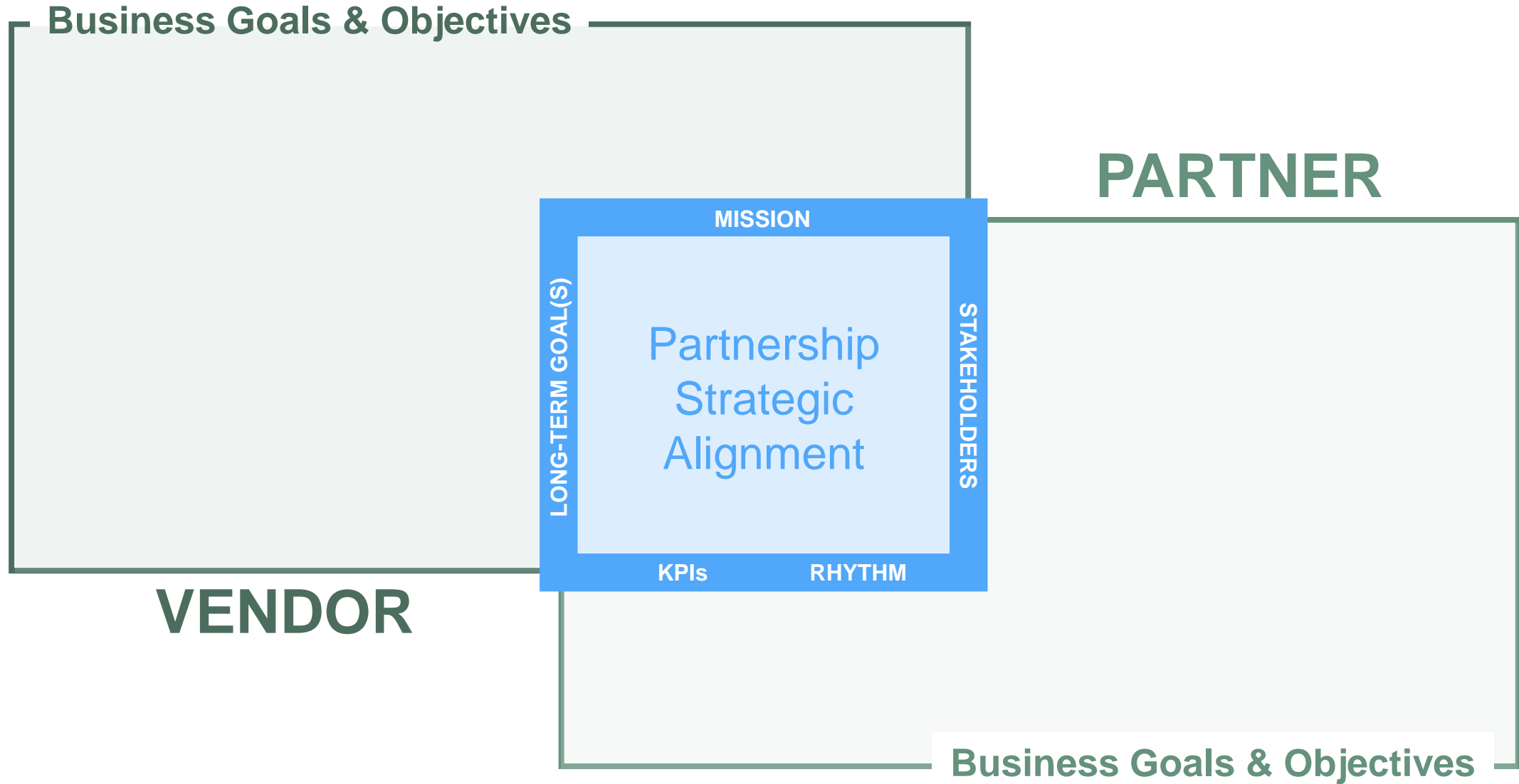
### RHYTHM

When & how should we review our progress?

### STAKEHOLDERS

Who is accountable for our strategic efforts?

# Driving Strategic Alignment



# Value of Strategic Alignment

Navigate & Influence  
Strategic Partnership  
Decisions

## Partnership Strategic Alignment

### MISSION

Why are we working together?

### LONG-TERM GOAL(S)

What do we hope to accomplish together?

### KPIs

How will we know if we are successful?

### RHYTHM

When & how should we review our progress?

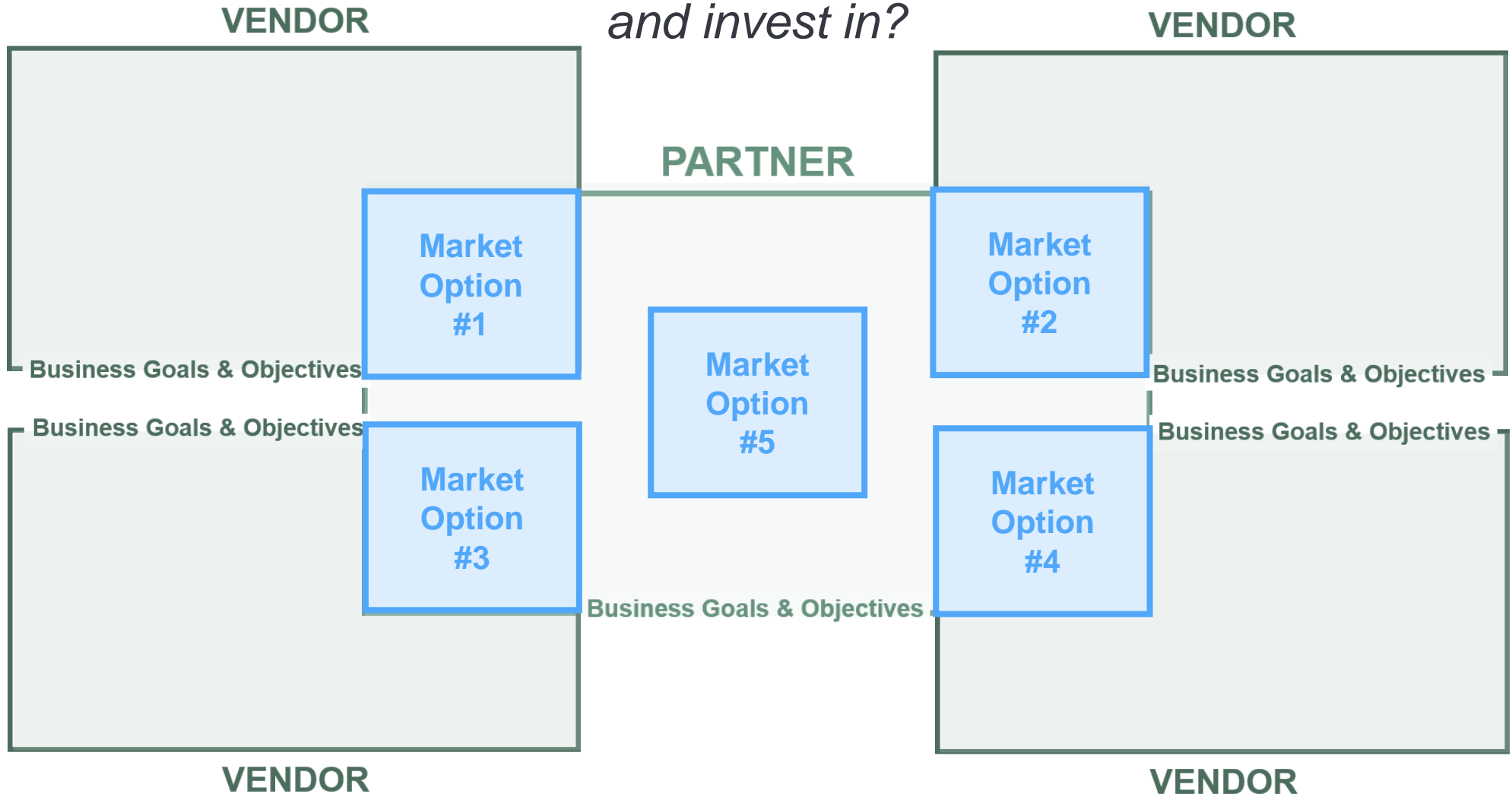
### STAKEHOLDERS

Who is accountable for our strategic efforts?

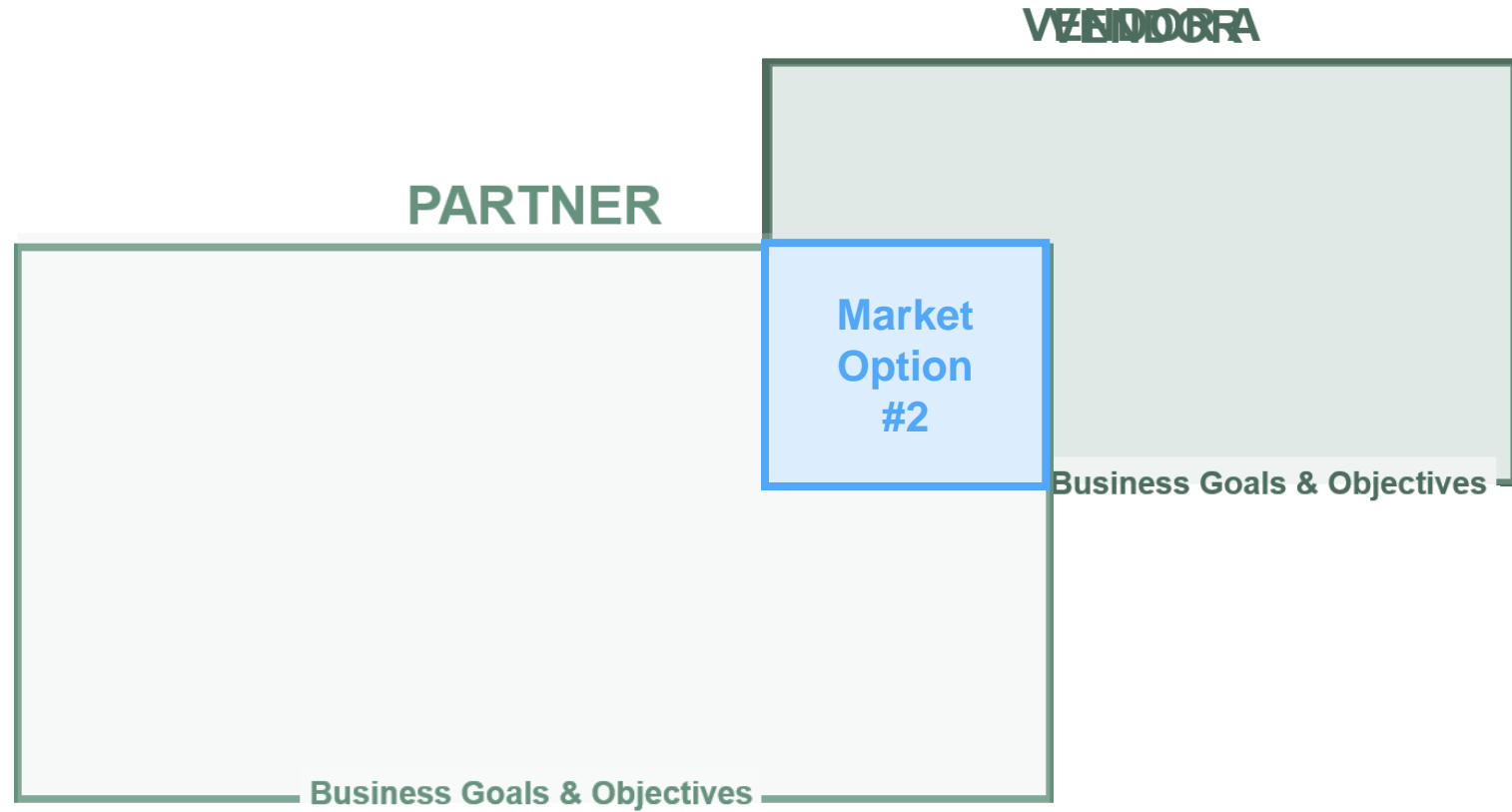


# Strategic Partnership Decisions

*Which market(s) to pursue  
and invest in?*

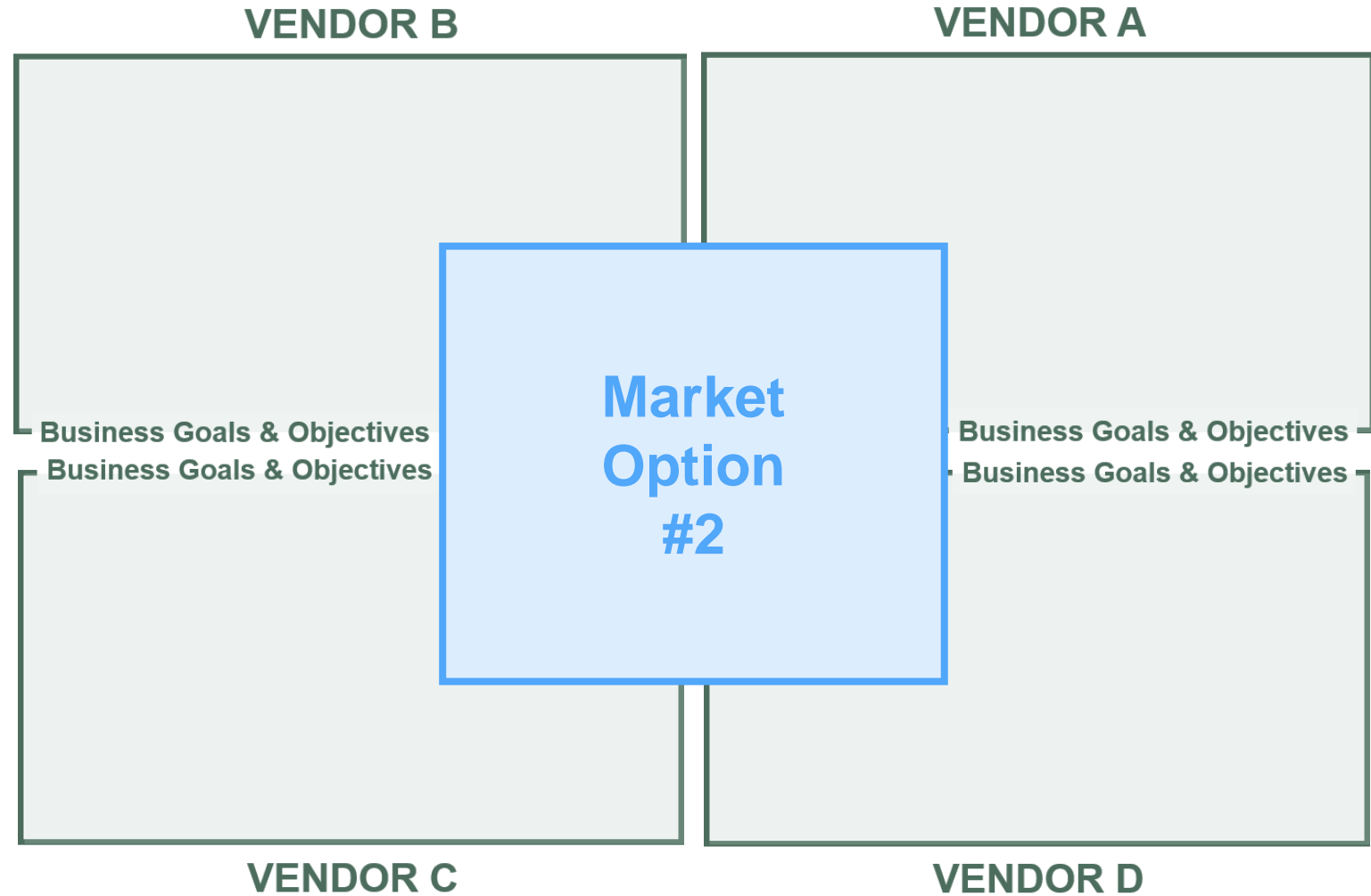


# Strategic Partnership Decisions



# Strategic Partnership Decisions

*Which vendor(s) to align with?*



# Strategic Partnership Decisions

*How much to invest in a specific partnership?*



# Value of Strategic Alignment

Navigate & Influence  
Strategic Partnership  
Decisions

Navigating & Influencing  
Partnership Decisions



## Partnership Strategic Alignment

### MISSION

Why are we working  
together?

### LONG-TERM GOAL(S)

What do we hope to  
accomplish together?

### KPIs

How will we know if we  
are successful?

### RHYTHM

When & how should we  
review our progress?

### STAKEHOLDERS

Who is accountable for  
our strategic efforts?

Facilitate Tactical  
Alignment & Engagement

# Value of Strategic Alignment

Navigate & Influence  
Strategic Partnership  
Decisions

## Partnership Strategic Alignment

### MISSION

Why are we working  
together?

### LONG-TERM GOAL(S)

What do we hope to  
accomplish together?

### KPIs

How will we know if we  
are successful?

### RHYTHM

When & how should we  
review our progress?

### STAKEHOLDERS

Who is accountable for  
our strategic efforts?

Facilitate Tactical  
Alignment & Engagement

# Driving Strategic Alignment

## Partnership Strategic Alignment

### MISSION

Why are we working together?

### LONG-TERM GOAL(S)

What do we hope to accomplish together?

### KPIs

How will we know if we are successful?

### RHYTHM

When & how should we review our progress?

### STAKEHOLDERS

Who is accountable for our strategic efforts?

# Activity

1. Consider the partners in your portfolio for which you have Grow engagement strategy
2. Consider how well you've "defined the boundaries" of your partnership through a Mission, Long-term Goal(s), KPIs, Review Rhythm and Stakeholders
3. Reflect on what steps you'd need to take to improve the Partnership Strategic Alignment



---

# Driving Partnership Strategic Alignment

---



THE RUDOW GROUP, INC.