

**ALLIANCE
MEASUREMENT
MANAGEMENT**

**BUSINESS
INTELLIGENCE**

**PREDICTIVE
ANALYTICS**

**GOVERNMENT
COMPLIANCE**

OPERATIONAL ROI

MARKETING ROI

**PROCESS
EFFECTIVENESS
MEASUREMENT**

**POLICY
EFFECTIVENESS
MEASUREMENT**

**PERSONNEL
EFFECTIVENESS
MEASUREMENT**

**PROGRAM
EFFECTIVENESS
MEASUREMENT**

**PORTFOLIO
VALUATION**

Partner Value Optimizer™



The PVO™ Effect

Are your company's partnering results, costs and profits unreliable and unpredictable?

Partner Value Optimizer™ enables Technology, Pharmaceutical, Biotech and Financial Services companies improve partnering results and profits while decreasing partnering costs.

It accurately measures and indexes a current, potential and optimal value for each and all partnerships. PVO™ enables the continuous improvement of partnering operations and results without taking away from reaching current partnering objectives.

Partner Value Optimizer™ enables companies to make proactive, real-time improvements in their partnering strategy, effectiveness and results.

PVO™ creates alliance, partnership, and channel business intelligence and predictive analytics that will ensure your company's partnering success.

PVO will help you to achieve your goals...

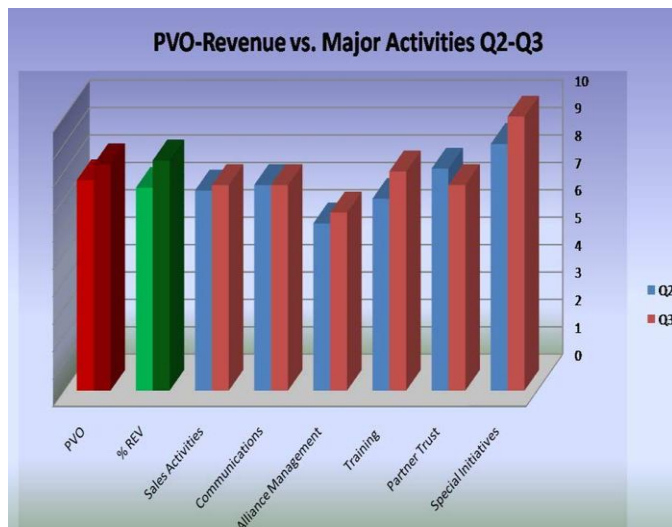
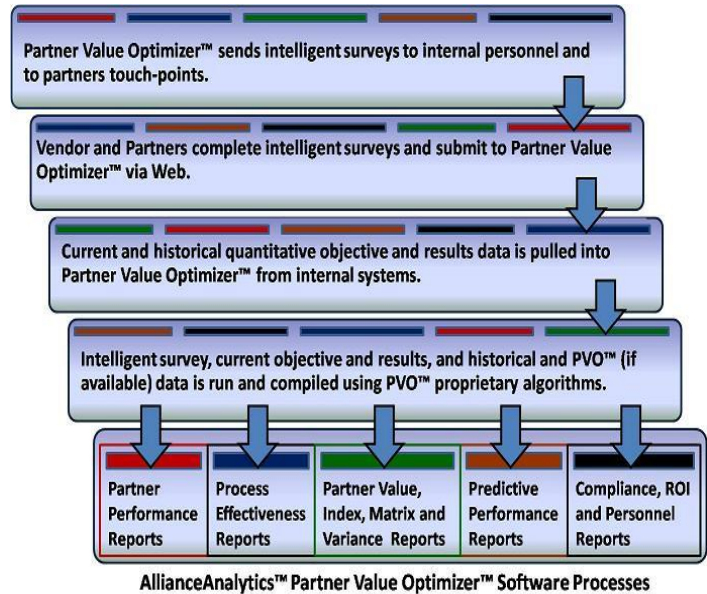
- Predict Revenue
- Consistently Improve Results
- Increase Partner Trust
- Greater Utilization of Personnel
- Greater Return on Marketing Programs
- React Faster to Partner Issues
- Increase Partner Mindshare
- Determine Partnership Value
- Reduce Number of Partner Disputes
- Increase in Operational Effectiveness
- Optimize Uses of Cash
- Provide Right Resources at Right Time
- Increase Partner Satisfaction
- Select the Right Partners
- Improve Partnering Processes
- Reduce Market and Business Risks
- Consistently Manage Partnerships



Partner Value Optimizer™

Partner Value Optimizer™ software is a revolutionary, integrated, multi-application technology platform that generates business intelligence and predictive analytics that enable the real time and proactive management of alliances and partnerships. PVO™ integrates all aspects of Alliance and Partner Selection and Management Measurement in order to create Business Process Management, Sox Compliance, BI and Predictive Analytics into a single combined software solution that enables results optimization.

Partner Value Optimizer™ is a web-based application that creates process, policy, program and personnel business intelligence, analytics and reporting for any type of alliance, channel or partnership in near real-time. In addition, it can measure the effectiveness between government agencies and departments. For the first time, companies can accurately measure and index any alliance and partnership aspect in quantitative terms, qualitative terms or both in combination without the need for a business analyst to pour through the data.



The PVO™ Index

The PVO™ Index is a current against potential value index for any partnership portfolio down to an individual partnership level. It can be compared to any percent of achievement value in order to determine where potential and actual issues can be found.

Partner Value Optimizer™ provides the critical measurement information needed to identify process, policy, program and personnel strengths and weaknesses that can be fed into the company compliance, business intelligence, predictive analytics and business process management systems so that statistically accurate decision management information can be generated and acted upon in real time.

To schedule a demonstration or for more information, please call us at 312.440.0581.