

Partner Value Optimizer

PVO for the CEO as a Strategic Alliance Decision and Predictive Analytics Tool

As Strategic Alliances and Business Partnerships are quickly becoming more critical to a company's ability to generate revenue and gain a competitive market advantage, and, the data that can impact partnership performance and results for the most part does not exist, AllianceAnalytics' Partner Value Optimizer stands alone in its ability to provide an accurate, reliable and repeatable solution.

Partner Value Optimizer provides the CEO with, previously unavailable, strategic partnership decision data that:

- Provides Cost/Risk Analysis relating to business partnership program expenditures and potential revenue generation
- Provides Root Cause Impact Analysis of people, process, policy and programs that are impacting revenue generation
- Provides Marketing Performance Measurement and Marketing ROI Analysis for business partnership related marketing expenditures
- Provides evidence to support company claims to Analysts regarding the company's performance predictions for the next quarter and year as they relate to alliance and business partnership contribution to revenue and expense
- Provides evidence to support company justification of business partnership expenditures to Analysts in the previous quarter and justifies anticipated spending in the future quarters and years
- Predicts the impact of any change in programs, processes, people and policies based on real evidence that includes behavioral, cultural and other non-quantitative data sets
- Strongly assists company in continuing to keep partners interested and motivated to sell the company's products through their continued engagement in the PVO exercise and by the company making visible changes based on PVO's results from both the company's and its partner's inputs and views

The CEO knows what the issues are; however, PVO takes what is known ten steps further in that it identifies the specific issues that are important to each partner, each partner's sales team and each individual sales team member. Once it is known what to fix and how each fix impacts other issues and revenue, the company can continually repeat the fix process until all partnership processes are optimized. As this process occurs, relationships will be repaired, accountability on both sides of the partnership will increase, the number of conflicts and the impacts of disputes will decrease and, revenue and performance will become predictable.

PVO is not PRM, CRM or SFA. It is the only effectiveness and accountability tool that can assist in solving any type of partnership issue that a company may have so that success can be enabled.

In summary, PVO collects and combines quantitative performance measurements and qualitative effectiveness measurements for alliances, channels and business partnerships that provide great depth and insight into processes, people, programs and policies that are or may impact results. Since the data that PVO collects, for the most part, does not exist, over a period of product use, predictive analytics are generated so that future short and long-term performance can accurately be predicted.

PVO's only purpose is to assist companies in making informed decisions regarding their channels and alliances that is based on evidence that considers all of the critical and important hard data, issues, strategy, perceptions and behaviors of all the parties involved.