



Partner Value Optimizer

PVO for the CFO as a Financial Analysis Application and Predictive Analytics Tool for Alliances, Channels and Business Partnerships

AllianceAnalytics provides Partner Value Optimizer (PVO); a software solution specifically designed to provide the only repeatable and automated solution that generates predictive analytics and enables partnership optimization through the creation of business intelligence and partnership knowledge. We have developed the capability to provide the CFO with substantiated data regarding numerous aspects of a company's business partnerships.

PVO can identify the root cause of each partner's issues that are impacting expense and revenue. The CFO 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.

What are the benefits to the CFO?

- Provide evidence to support company claims to Analysts regarding your company's performance predictions for the next quarter and year as they relate to alliance and business partnership contribution to revenue and expense
- Measure the effectiveness of the partnership programs, processes, people and policies that have last been changed
- Measure marketing ROIs as they relate to business partnerships
- Measure the impacts and effectiveness of changes that are made to changes
- Justify partnership budgets based on real evidence
- Determine the best use of partnership budget dollars and marketing funds based on effectiveness evidence
- Predict alliance and channel partner future performance with substantiated supporting data
- Predict 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
- Continue 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

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.