

## Partner Value Optimizer

### **PVO for the Chief Sales Officer (CSO) as an Impact Analysis 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 impact reports that identify the root cause issues that hinder partnership performance and keep partnerships from meeting objectives. We have developed the capability to identify root cause partnership impacts as they relate to how people, processes, policies and programs impact revenue or objective attainment.

CSOs already know 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 process can continually be repeated until all partnership processes are optimized. As this occurs, partnerships 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 CSO?

- Provide evidence to support revenue and objective attainment forecasts for business partnerships that will also support company claims to Analysts regarding your company's performance predictions for the next quarter and year as they relate to alliance and channel contribution to revenue
- Provide accurate decision making data to justify changes in business partnership policies, programs, processes and personnel
- Measure the effectiveness of the programs, processes, people and policies that have last been changed
- Measure the impacts and effectiveness of program changes that are made to program changes
- Determine the best use of channel budget dollars and marketing funds based on effectiveness evidence
- Predict alliance and channel partner future performance with substantiated supporting data
- 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.