

# Alliance Interim Management Service

## Outsourced Alliance Support

# Accelerate your Alliance programme!

## The Problem

### The Desire to Grow Through Alliances

Many organisations have recognised that they have reached a critical stage in their business growth when they need a coherent and co-ordinated alliance programme to grow further.

Typically organisations in this situation recruit a full time alliance or partner manager to build out their partnership programme. However, there are a number of problems with this approach:

- Cost:** Recruiting a good quality alliance or partnership manager will typically cost £100,000 - £150,000 per annum.
- Time:** The recruitment process will generally take at least 90 days and in many cases longer.
- Experience:** The new hire will typically not be experienced in the companies product portfolio.
- Past History:** It is unlikely that the successful candidate will be well acquainted with the companies target partners.
- Scale:** New hires will typically rely on energy and commitment rather than proven processes to deliver partner growth consistently.

## The Solution

### Alliance Interim Management Services (AIMS)

The solution is to recruit an alliance interim manager from ICE Limited. The candidate will have the following advantages:

- 1 Experience**  
He or she will have extensive experience of doing the job before. (All our associates have at least 15 years alliance and partner management experience).
- 2 VST Process**  
The interim manager will be using the proven VST alliance optimisation programme to generate and maintain momentum and additional alliance sales.
- 3 ABP Community**  
The interim manager will have access to the Alliance Best Practice Ltd (ABP) community to quickly and effectively contact target partners to maintain relationship progress.
- 4 Knowledge**  
The ABP associate is experienced in coming to terms quickly with new technologies and business models so will be a safe pair of hands in understanding your company's products, services, partner strategy and programme.

## The Benefits



### Cost / Value Benefit

The first and most important result of using the AIMS service is cost saving. Because the job is not full time (at first) you don't need to pay a full time salary making the cost of the service a fraction of the price of recruiting a new hire.



### Immediate Results

Because our associates are using the collated resources of ABP (i.e. the community the process and the introductions) they can find and initiate new alliances far quicker than would otherwise be the case.



### Guaranteed Deliverables

All our AIMS projects are based around projects with defined deliverables allowing clients to closely monitor the commercial results and ROI.



### Consistency

By developing a structured approach to the new relationships and compiling a range of clarifying documents a faster and more effective handover takes place with the new full time recruit whenever he or she takes over.

# De-risk your Alliance investment.



## About Alliance Best Practice Ltd (ABP)

ABP is the **world's leading** alliance research and benchmarking organisation. We maintain a database of over **200,000** observations of alliance best practices in action.

We have over **75 companies represented in our Alliance Best Practice Community** and meet quarterly to exchange ideas and develop new best practice standards in ever more complex collaborative relationships.

Ever tougher stakeholder demands, changing business conditions and increased competition means **you need better operational controls, performance and risk management**. To help you, we continue to **enhance our services**. We don't just verify our findings in the classroom we go even further and reach out to active alliance practitioners to **apply our research in meaningful and commercially lucrative ways** for our clients.

### OUR EXPERTISE

Selecting ABP means you'll be working with a company that strives for alliance excellence through rigorous and demonstrable best practices.

## Current Member Companies

Accenture, Atos, BMC, BrainTribe, BT Global Services, Canon, Canopy, Capgemini, Cisco, Citrix, CGI, Cognizant, Colt Telecom, CommVault, Dassault Systemes, Deloitte, Dell, Dimension Data, Dun and Bradstreet, EMC, Equifax, Equinix, Fujitsu, HCL, HP Enterprise, IBM, Infosys, Infor, Konica Minolta, KPMG, Level 3, Microsoft, NetApp, O2 Telefonica, Oracle, Polycom, PwC, Qlik Software, Red Hat, Salesforce, Samsung, SAP, Schneider-Electric, Service-Flow, ServiceNow, Software AG, Sungard AS, T-Systems, TCS, Tieto, Verint, VMware, Vodafone, and Wipro Technologies.

### References Available

John Bourne (SVP Alliances, Verint) Patrick Nicolet (CTO ,Capgemini)  
Rob Sawyer (Director Global GSIs and Advisory Companies, OpenText)  
Markus Schneider (VP Strategic Alliances DACH, EY)

To find out more about how  
**ICE Limited in association with  
ABP Ltd can help you with your  
alliance requirements,**

call us on **07748 118438**  
email us at **nadio@icecubed.biz**  
or visit **www.icecubed.biz**



## Membership Endorsements

"We generated an extra £7.5m of non budgeted revenue as a result of working with ABP. If I had known how quick and effective the exercise was I would have done it long ago!"

LUCY DIMES  
VP Global Strategic Partnerships, BT

"I used the Alliance Best Practice approach in my relationship with IBM. Before I used it the best year I had ever had was €6m. Last year after using the approach we generated €23m!"

ROOPA DHANALAL  
Director EMEA Alliance for IBM BCS

"It was essential to have an external expert explain to our partners what best practice represented rather than how we did things in IBM. ABP did this extremely effectively."

JIM WHITEHURST  
Director ISV Alliances IBM

"In the quarter following the ABP exercise we generated more revenue than in the previous three quarters combined!"

JEFF GERKIN  
VP WW IBM Alliance Cognos

"Working exclusively with ABP certified practitioners, we are thrilled to be able to offer you this package of Alliance Interim Management Services which will transform your business"

NADIO GRANATA  
Founder, ICE

ICE Limited, 47 Thames Road, Chiswick, London, W4 3PL, United Kingdom. Care is taken to ensure that all information provided is accurate and up to date. However, ICE in association with ABP Ltd accepts no responsibility for inaccuracies in, or changes to, information provided by the International Standards Organisation. © ICE Limited, 2020.