

# Alliance Interim Management Service

## Outsourced Alliance Support

### Bundle Offering

In partnership with Alliance Best Practice Ltd (ABP) and Founder, Nadio Granata, ICE now offer complimentary consulting services for new ABP members.

**ABP membership solves problems by giving individuals and teams the tools they need to optimise their alliance relationships.**



#### Corporate Members

**£5,000 per organisation. Includes:-**

- Company membership of ABP community and benefits
- 16 hours support from ABP Certified Associate Director



#### Individual Members

**£500 per person. Includes:-**

- Company membership of ABP community and benefits
- 2 hours support from ABP Certified Associate Director

**Alliances are becoming more and more important to High Tech companies looking to deliver value to clients and customers.**

Optimisation means using the maximum number of best practices available to generate additional revenue.

## Accelerate your Alliance programme.

### Membership Features

#### Licences

Access to the ABP database (where materials relating to the best practices are stored) is controlled through annual licences, which allow licensees full access to all materials to allow them to conduct their own alliance health checks and / or optimisation assessments.

#### Benchmarks

ABP offers a range of objective alliance benchmarks to grant member companies insight into their alliance performance relative to other competitors in the same industry.

#### Optimisations

ABP offers a range of facilitation and consultancy offerings to allow member companies to optimise the commercial performance of their alliance relationships.

#### Meetings

ABP runs regular online and offline meetings to allow alliance executives to share experiences and insights of alliance best practices in action.

#### Research Reports

ABP regularly conducts alliance research on behalf of members. These reports generate up to date insights on alliance best practice development.

### Membership Benefits

#### Access to Best Practices

New members can take advantage of best practice approaches developed by earlier members; this saves them a great deal of time and energy.

#### Networking / Knowledge Sharing

Members can network and communicate with other members (online or offline), which allows them to increase and improve their ability to deploy best practice processes in a pragmatic way.

#### Benchmarking

The benchmarking service allows members to gain an objective insight into their level of alliance maturity and to understand the key actions needed to improve it.

#### Support

ABP objective and expert support accelerates alliance optimisation.

#### Speed

The library of template tools provided free to members allows you to save time in not having to redesign documents and processes.

# 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

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