



## DISCOVER The Opportunities in Your Business



- *What are the areas of risk with regards to our alliance/joint venture?*
- *What missing knowledge is required for the success of the alliance/joint venture?*
- *How do we mitigate these risks?*

**Business Partner Alliance-** *We have identified the knowledge and associated activities that organizations must either possess or acquire and then implement to ensure success of business partnerships, alliances or joint ventures.*

**Business Partner Alliance (BPA).** Working with your project team we evaluate and score the 18 knowledge components to ensure success. We then review and score approximately 260 statements relative to strategy, management, innovation, technology leadership, performance in time to market and customer driven influence and functionality. The process is comprised of two steps:

- Baseline Enterprise workshop used to evaluate the Enterprise team's view of the level of knowledge required.
- Baseline Partner workshop evaluating the Partner team's view of the level of knowledge required.

The results of the scoring during the workshop is entered into the BPA database to compare with "Best in Class". The database includes a "Best in Class" index for performance and risk. Specific risk issues are defined so mitigation strategies can be developed and implemented.

We also offer a financial review of the alliance where 42 statements are scored. Once again, the results are entered into the database to compare with "Best in Class". Specific risk issues are defined so mitigation strategies can be developed and implemented.

**Value from BPA.** The BPA process provides both the Enterprise and the Partner with the capability to evaluate the proposed partnering initiative to ensure that it meets and/or exceeds the goals and objectives of the two organizations, as well as providing value to the customers of both organizations.

# Business Partner Assessment Results

**21% of the business partners provided 84% of the revenue**

**The bottom 40% of business partners consumed 66% of internal support**

**24% to 44% of the business partners had and sold competing offerings**

**The training program for the business partners scored only 44% ( Base of 1 -100)**

**The turn around of requests from the business partners averaged 36 days and only 35% of the customers were responded to with the required info**

**There was executive support to the top 32% of the business partners**

**54% of the business partners had EBITDA greater than 5% but less than 10%**

**24% of the business partners had EBITDA greater than 10%**

**26% of the business partners had negative cash flow**

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