Association Overview
Who is ASAP?

ASAP *The Go-To-Community* for alliance and partnership success dedicated to the formation, implementation, and transformation of alliances, collaborations and business partnerships

ASAP Member Industry *As of December 2017*

Fortune 100 and 500 companies are among companies within the ASAP member ranks.

<table>
<thead>
<tr>
<th>Industry</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Life Science/BioPharma/Healthcare</td>
<td>46%</td>
</tr>
<tr>
<td>High Tech</td>
<td>39%</td>
</tr>
<tr>
<td>Other*</td>
<td>15%</td>
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</tbody>
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*Training, Consulting, Energy, Non-profit, Academia, Financial, Insurance

ASAP Member Countries *As of December 2017*

43 countries represented

63% Domestic
37% Foreign
**Alliance Trends and Challenges**

**Trends**

50% of global CEOs want to partner

Drivers

- New Markets
- Resources
- Innovation
- Disruption
- Threats

**Challenges**

60% of all alliances fail

Challenges

- Wrong Strategy
- Wrong Partner
- Flawed Structure
- Lack of Partnering Capabilities
- Flawed Execution
Why ASAP?

Global organizations must continuously meet the challenge that more than 60% of alliances fail. Adopting ASAP best practices greatly improves your success*

ASAP provides forums for companies and individuals responsible for executing partnerships

Skill building tools and a collection of best practices


“Being part of the ASAP community is the only way to keep up with best practices and be successful in this job.”

—Philip Sailer, CA-AM
Director of SDCG Alliances and Solutions | Hewlett Packard Enterprise
Why ASAP?

Alliances see 40% or greater sales performance where social capital is effectively managed using tools such as ASAP’s Three-Dimensional Fit Model, translating into higher sales growth and profit.¹

- Companies that don’t professionally manage their partnerships typically experience high alliance failure rates.¹

- ASAP member companies that utilize trained partnering executives and proven alliance management practices dramatically improve their alliance success rates and greatly reduce the number and frequency of outright alliance failures.¹,²,³

- ASAP’s latest research correlates professional alliance management practices to growth, measured by both sales and profit.

Alliance Success Rate

“…firms with a dedicated alliance function achieve greater abnormal stock market gains... and report that 63 percent of alliances are successful whereas firms without an alliance function achieve much lower stock market gains… and only a 50 percent long-term success rate.”⁵

Sources:
³Vantage Partners Research (2015)
Why ASAP?

As alliances are becoming more important to CEOs, they are also becoming more complex, and the challenges of managing the alliance is rising.*

What would be the impact of increasing collaboration success rates?

- Increase your market valuation
- Differentiate your position to clients
- Decrease cost in the supply chain
- Accelerate the sales cycle
- Reduce risk and costs of failure
- Increase rate of innovation & speed to market
- Increase customer satisfaction and revenue
- Create strategic advantage

*PWC Joint Ventures and Strategic Alliances. 2016
Fueling Collaborative Performance Worldwide

ASAP serves as the lead organization on the American National Standards Institute (ANSI) Technical Advisory Group (TAG) for ISO 44001

Common Framework, Common Assessment, and Common Language

The ASAP™ Fit

Collective Expertise of the ASAP Community

Handbook of Alliance Management: A Practitioner’s Guide
ISO-44001 Framework
Professional Certification
ISO-44001 Competency Model

ASAP
CA-AM
ISO

The Association of Strategic Alliance Professionals
strategic-alliances.org
ASAP Benefits for Everyone

**Your Company**
- Increase Credibility
- Education
- Thought Leadership
- Partnership Opportunities
- Benchmarking and Trends

**Your Team**
- Strengthen Alliance Capabilities
- Increase Success of Overall Alliance Portfolio
- Connect with Other Professionals
- Validation of Profession
- Recruitment

**You**
- Build your Brand
- Stay Current on Best Practices
- Expand your Network
- Professional Development

“I find ASAP to be a great resource for everything from best practices, to tools and process, to networking with others in the alliance management field. Since technology continues to make the world a smaller place, it is very important to further build skill sets for overall collaborative capabilities.”

—Lena Frank, CSAP
Executive Director, Alliance & Program Management | Eisai

strategic-alliances.org
The Go-To Organization

Knowledge & Resources
- Strategic Alliance Magazine
- ASAP Netcast Webinars
- ASAP eSAM Plus
- ASAP Community Event Quick Takes
- ASAP Ideas in Action
- Handbook of Alliance Management: A Practitioner’s Guide
- ASAP Membership Directory
- ASAP Member Resource Library

Education & Professional Development
- Certification Exam Prep Workshops
- Professional Development Workshops
- ASAP TE-AM Training Workshops
- Education Provider Partner Program (EPPP)
- ASAP Professional Development Guide
- ASAP Simulations
- ASAP Job Board

Conferences and Events
- ASAP Global Alliance Summit
- ASAP BioPharma Conference
- ASAP European Alliance Summit
- ASAP Tech Partner Forum
- ASAP Alliance Excellence Awards
- Chapter Events

Skill Building Tools and Best Practices
- Handbook of Alliance Management: A Practitioner’s Guide (e-subscription)
- Best Practices Guidebook
- Best Process Workbook
- The 4th State of Alliance Management
- 5th State of Alliance Study: Business Planning Processes
- 6th State of Alliance Study: The Economics of Alliances, Social Capital, and Alliance Performance

Alliance Social Media Communities
- ASAP Blog
- LinkedIn Groups
- Twitter
- Facebook
- YouTube
Alliance Management Certification

Certifications Help Alliance Managers and Their Companies Standout

- Distinguishes professionals and companies as the alliance, partnering, and collaboration experts both internally and externally
- Provides tools necessary to create more successful alliances from start to finish
- Key professional development stepping stone that enhances individual performance
- Provides companies the platform to show their commitment to develop an alliance management culture within their organization

Certification of Achievement-Alliance Management
The first level of certification for both seasoned and up-and-coming alliance professionals looking to validate their knowledge and experience.

Certified Strategic Alliance Professional
ASAP’s advanced level of certification for experienced practitioners with a command of the full alliance lifecycle.

Prepare for Certification
ASAP offers a variety of ways to prepare. You choose the best option for you!
- Face-to-Face at ASAP Conferences
- Virtual CA-AM Exam Prep Webinar customized for your alliance team
- Self-Paced eLearning CA-AM Exam Prep Workshop
- ASAP TE-AM Training Workshop
- CSAP Toolkit

“We view certification not only as a key developmental objective that enhances each individual’s level of performance, but also as a statement of our commitment to developing a strong organizational alliance management competency.”
—Covance
ASAP Chapters

ASAP Offers a Worldwide Presence

Chapters are a vital component of the ASAP community and provide:

- Local programming throughout the year including, seminars, training sessions, panels, and thought leadership
- Peer-to-peer networking
- Opportunities to compare ideas, learn new concepts, and share best practices related to the many challenges professionals in collaboration, alliances and partnerships experience.

Examples of Past Chapter Events:

- Leveraging Emotional Intelligence by Partnering with People Data, Predictive Analytics, and Professional Services
- IDEAS TO OUTCOMES: Collaborative Framework for Accelerating Solutions With and Through Partner Ecosystems
- How Digital Transformation is Creating a Need for Alliance Management in Industry Mash-Ups
- Industry Giants Team Up for Healthcare: GSK + Verily* => Galvani
- Building an Alliance Capable Enterprise – Optimizing Internal Operating Models to Enable Alliance Execution
**ASAP Netcast Webinars**

**Complimentary for Members**

The ASAP Netcast Webinar Series are a FREE member benefit featuring thought leaders in the alliance and collaboration profession. Each hour-long webinar delves into the challenges and solutions around both overarching topics related to alliance management, and even subjects specific to industries and practices.

Netcast Webinars are archived in the Member Resource Library for ASAP members to listen on demand.

**Examples of Past Webinars:**

- Reading Between the Lines: Living in Contract White Space
- Look at Us Now! Impactful Methods to Increase Your Alliance Management Maturity
- Joint Development of Market Ready Solutions: Challenges and Success Factors
- Going Global: When the Whole is Greater than the Sum of the Parts
- Why do Channels Matter – to Alliance Managers?

**Stay Connected**

**Stay Connected with ASAP & Your Colleagues Throughout the Year…**

- Be in the know when ASAP press releases and new blogs are posted
- Extend the education and networking value you gain during ASAP events
- Share an interesting article, best practices, wins your alliance team experiences
- Have a burning question about the profession? Post it in one of our communities!

- **Facebook**
  facebook.com/ASAPGlobal
- **LinkedIn**
  tinyurl.com/ASAPLinkedIn
- **Twitter**
  twitter.com/ASAP_Global
- **YouTube**
  youtube.com/user/ASAPChannel