Who is ASAP?

ASAP is the only nonprofit, professional community with members across the globe dedicated to partnership management who seek successful outcomes for strategic alliances, ecosystems, and key channel partner relationships.

ASAP thought leaders include nearly 2,500 members willing to share learnings that ultimately contribute and guide partnership capability. ASAP is the go-to community for alliance and partnership success. It is a rich resource of tools, publications, virtual learning, education, certification, networking, and other professional development opportunities.

**ASAP Member Industry** As of Q1 2020

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>43%</td>
</tr>
<tr>
<td>Other*</td>
<td>11%</td>
</tr>
</tbody>
</table>

*Training, Consulting, Energy, Non-profit, Academia, Financial, Insurance

**ASAP Member Countries** As of Q1 2020

44 countries represented

62% Domestic
38% International
Alliance Trends and Challenges

**Trends**

50% of global CEOs want to partner

- New Markets
- Innovation
- Disruption
- Resources

**Challenges**

60% of all alliances fail

- Wrong Strategy
- Wrong Partner
- Flawed Structure
- Lack of Partnering Capabilities
- Flawed Execution
ASAP Provides...

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, CSAP
Senior Director, SimpliVity Ecosystem | 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.⁴

- 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.¹²³

- 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
Why ASAP?

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
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

“\nI 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
Vice President, Program Management | Eisai
Advantages of Being Part of the ASAP Community

Knowledge & Resources
- ASAP Ideas in Action
- ASAP Member Resource Library
- ASAP Member Directory
- ASAP Handbook of Alliance Management
- The ASAP Guide to Biopharmaceutical Partnering
- The ASAP Guide to Information Technology Partnering
- Strategic Alliance Quarterly
- Strategic Alliance Monthly
- Strategic Alliance Weekly
- ASAP Strategic Alliance Newsfeed

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

Conferences and Events
- ASAP Global Alliance Summit
- ASAP BioPharma Conference
- ASAP European Alliance Summit
- 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
Certification Helps Alliance Managers and Their Companies Standout

“Investment in certification is a potential positive return in terms of more partnerships, reduced risk of poor performance, and increased chances of value creation.”

ASAP sets alliance, partnering, and collaboration professionals and their companies apart in the competitive partnering arena by:

- Providing tools to mitigate risks
- Helping create the foundation for more successful alliances from start to finish
- Showing a commitment to developing an alliance management and partnering culture

ASAP’s two-step certification program validates the necessary foundation of concepts, principals, and practice needed to be a credible and effective partner.

Certification of Achievement-Alliance Management
The first of the two-step program—the CA-AM certification is for both seasoned and up-and-coming alliance professionals looking to validate their knowledge and experience.

Certified Strategic Alliance Professional
CSAP certification is ASAP’s advanced level for experienced practitioners managing collaborative business relationships across the partner lifecycle.

Professional Development and Certification Exam Prep Workshop Opportunities
ASAP offers a variety of ways to prepare; 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 Alliance Training

“ASAP certification is a symbol of our commitment to professional development. It has proven to be a valuable tool when engaging with current and prospective partners, as well as with our global customers looking to expand their partnering network. We encourage all our SAS Alliance professionals to have at least their CA-AM certification, and celebrate the achievement of those who strive for CSAP.”

—Helen Morin, CSAP
Vice President, Global Alliances & Channels | SAS Institute
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

- Hybrid and Multi-Cloud in 2020 & What it Means for our Partnerships
- Alliances in the Digital Ecosystem
- Pharma-Tech Alliances – Mitigating Deal Risks
- How and Why Companies and Institutions are Collaborating:
  - IBM & MIT for Artificial Intelligence, and
  - Sanofi & Partners Healthcare for BioPharma Innovation
- Driving Growth through your Channel and Alliance Training Program
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

- Why Alliance Management Is So Critical to Divestments
- Managing Ecosystems and Platforms
- Engage your Partner Network | Support a Coordinated Go-to-Market Collaboration
- Partnering Readiness: The Through Line from Collaborative Leadership to Collaborative Execution
- The Intricate Formula for Alliances and Sales Fusion

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!

LinkedIn
tinyurl.com/LinkedINASAP-Co

Facebook
facebook.com/ASAPGlobal

Twitter
twitter.com/ASAP_Global

YouTube
youtube.com/user/ASAPChannel
ASAP Global Members

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AMGEN
Alliancesphere
BlueYonder
AMAG Pharmaceuticals
Cancer Research UK
AABB
Dassault Systemes
Celgene
Janssen
Halozyme Therapeutics
Ipsen
Ipsen
IQVIA
Ipsen
Ipsen
IQVIA

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Alliancesphere
AMAG Pharmaceuticals
Cancer Research UK
Celgene
College of American Pathologists
Consensa Consulting
Daiich Sankyo
Equifax
Ericsson
F. Hoffmann La Roche
Fannie Mae
Genpact
GlaxoSmithKline (GSK)

HALOZYMEx
Astellas
AstraZeneca
BlueYonder
Cisco
Citrix
Dell
EMC
Dassault Systemes
Janssen
Lilly

Merck
Novartis
PTC
Sas
Takeda
Warren Company

RSM
SAIC
Sanofi
Servier
The Rhythm of Business
Theravance Biopharma
Thomson Reuters
Upsher-Smith
Vantage Partners
Vertex Pharmaceuticals
WorkSpan
Xerox

PricewaterhouseCoopers (PwC)
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