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 Q2 2019*

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 Q2 2019*

44 countries represented

62% Domestic
38% International
Alliance Trends and Challenges

Trends

50% of global CEOs want to partner

Drivers

New Markets

Innovation

Threats

Disruption

Resources

Challenges

60% of all alliances fail

Challenges

Wrong Strategy

Wrong Partner

Flawed Structure

Lack of Partnering Capabilities

Flawed Execution

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

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.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

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 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
### Knowledge & Resources
- ASAP Ideas in Action
- ASAP Member Resource Library
- ASAP Member Directory
- ASAP Handbook of Alliance Management
- 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 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
Why ASAP?

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 Alliance 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

- Partnering in the Digital Transformation Age
- What Alliance Professionals Can Learn from the Success of the New England Patriots
- Coopetition: Competition within the Alliances Simulation and Case Study Round Table Discussion
- Innovation Without Walls: Leveraging a Powerful Partnering Approach Within Your Innovation Process
- Turning Snipers and Hostages into Cheerleaders and Champions: The challenge of managing internal stakeholder alignment.
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

- Is Your CEO Challenging You to Go Faster? Why a Collaboration Standard Can Help
- Partnering within and Across the New Healthcare Ecosystem: Selecting the right partners as the key, but surprisingly under-considered, early step
- No Longer Any Doubt: Alliance Management Is an Essential Capability of Today’s Biopharmaceutical Company
- Partnering with Change in a World of Ongoing Disruption
- Building Your Growth IQ: Making the Right Choices at the Right Time

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!

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YouTube: youtube.com/user/ASAPChannel
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Sanofi
Servier
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Thomson Reuters Elite
Upsher-Smith
Vantage Partners
Vertex
WorkSpan
Xerox
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