

ASAP 2013 Alliance Excellence Awards Finalist – Wednesday, March 6

Hosted by Jason Feinberg, Emmy award-winning journalist



Once again, the cream rose to the top in the world of alliance management in 2012, and ASAP has scooped it up as part of its recipe for celebrating the best-of-the-best at the annual Alliance Excellence Awards Recognition Dinner. Congratulations are in order for the following companies who are finalists. To find out the winners, join us at the Alliance Excellence Awards Recognition Dinner!

Category: Alliance Program Excellence

Organizations that have instilled the capability to consistently implement and manage alliance portfolios and demonstrated consistent success of those alliances over time.

Citrix – Utilized partner ecosystem to develop several innovative new desktop virtualization products and managed “coopetitive” dynamics to produce significant revenue growth with particular larger key partners

SAS – Last year’s winner in this category is nominated for its continuing brilliance in 2012; the number of SAS’s top 50 deals influenced by partners has risen again

Takeda Pharmaceuticals – The subject of our Q1 2013 *Strategic Alliance Magazine* Member Spotlight profile, the company’s global alliance management team manages 45 alliances representing 49 products around the globe that account for 50 percent of its overall pipeline



Category: Individual Alliance Excellence

Excellence in planning, implementation, and results of a single alliance.

exactEarth-Kongsberg Satellite Services – The two companies’ groundbreaking low-Earth orbit satellite tracking system enables government agencies around the world to track all ships at sea beyond port areas-an industry first

SAS-Teradata – The partners have rolled out 12 joint programs and collaborative selling offers, netted 250 joint customer wins, and doubled year-over-year revenue attributed specifically to the alliance

Spinal Muscular Atrophy Foundation-PTC Therapeutics-Roche – This three-party alliance is an example of an innovative collaboration among a nonprofit patient foundation, a biotechnology company and a pharmaceutical company to advance the development of a therapy for a devastating illness called Spinal Muscular Atrophy (SMA).



Category: Innovative Alliance Best Practice

New individual alliance management tools or processes that have made an immediate and powerful impact on the organization and/or the discipline of alliance management.

SAS – As the company wrote in its nomination application, its intense focus on training and the alliance management group’s close working relationship with HR has provided “consistency in how we manage alliances via standard processes, tools, and templates, which in turn frees our people up to exercise their passion and creativity in managing their alliances”

Schneider Electric – The Alliance practice’s social media program has achieved more than 25,000 individual page views of posts by its three regular bloggers, recorded 72 “InLinks” on LinkedIn, and elicited 105 retweets on Twitter; more importantly, it has bolstered communication and joint marketing efforts with partners