

# Alliance Scorecard Model

Goal	Metric	Missed	Met	Exceeded
<b>Strategic Metrics</b>				
<b>Market Impact</b>				
Increasing market share				
Expansion into new markets				
Locking up key distributors				
Brand recognition				
Customer penetration				
<b>Organizational Effectiveness</b>				
Organizational learning				
Productivity /person				
Sales productivity				
Elimination of non-value-added processes				
<b>Innovative Capacity</b>				
New production processes				
New products				
New services				
Integration of solutions				
New core technologies				
Faster technology adoption				
<b>Competitive Advantage</b>				
Speed to market				
Creating barriers to entry				
Premium value /price point				
Low cost point				
Portal of choice				
Partner of choice				
Intellectual property				
<b>Financial Metrics</b>				
<b>Profitability</b>				
Increasing profit for both partners				
Balanced profit between two partners				
<b>Revenue Growth</b>				
Revenue rate of growth				
Compared with inflation				
Compared with market growth rate				
Compared with competitors				
<b>Operations Metrics</b>				
<b>Net Satisfaction Index</b>				
How satisfied is the customer				
Trending				
Time to problem resolution				
<b>Product and Service Volume</b>				
Unit sales increasing				
Which product or service lines are affected				
New sales /marketing /pricing approaches				
<b>Project Milestones and Performance</b>				
Development milestones met				
Quality standards achieved				
Service level agreements implemented and monitored				
<b>Relationship Metrics</b>				
Regular alliance health checks administered				
Are health vital signs improving over time				
Remedial actions are taken as a result of diagnostic results				
Senior leaders are actively engaged				
Escalations are handled efficiently				



[Figure 72, Page 149] The ASAP Handbook of Alliance Management: A Practitioner's Guide

