



ideaPoint: The Platform for the Entire Alliance Management Lifecycle

The goal of any strategic alliance is to create long-term value and portfolio diversification commensurate with the stage a company is at in its lifecycle. Strategic Alliances are the opposite of an episodic, get rich quick scheme; they require vision, long term planning, persistence, the ability to execute over an extended period of time, and robust ongoing communication.

Does your Alliance Management team have the right tools for the job? A tool that interfaces with business development, manages critical information, and simplifies the process of setting up and maintaining an alliance?

When Alliance Management is done well, it is virtually invisible. Relationships and handoffs between key parties are seamless, contract terms are universally understood and adhered to, milestones are clear and communication is consistent and coherent. Yet, when Alliance Management is not given the right tools for the job, that unifying management role can turn into a wedge, ill-equipped to support any agreement, and destructive to the relationship.

Alliance Managers' responsibilities fall into 4 categories:

1. **Operationalize the Deal:** Alliance Managers are handoff specialists, transitioning deals from the transaction team to the people responsible for executing and maintaining it over the long haul. At this stage, they require tools that capture the key tenets of a deal, facilitate communication, and are flexible enough to be adapted to any type of deal structure.
2. **Optimize the Value of the Alliance:** Whenever a deal is struck, there is a clear vision for the potential upside. It falls on Alliance Management to uphold that initial vision and ensure all sides get what they bargained for. And what if the vision turns out to be unachievable? Alliance Managers must work with key constituents to renegotiate the alliance so all involved can maximize their return.
3. **Manage the Contract:** Alliance Managers track the terms of the deal, milestones, obligations, and overall performance. This requires capturing critical dates and terms in a tool, and using dashboards and reporting to stay abreast of obligations.
4. **Maintain a Stable Relationship:** Since the Alliance Manager is the main person dedicated to managing the overall alliance, they have a unique view on what is working, potential pitfalls, and upcoming risks. Often, the teams that negotiated the deal are not involved in the day to day activities of the alliance, so it's the Alliance Manager's responsibility to align the broader team's objectives with the contract terms. This includes people on all sides of the deal, including partners. Pragmatic Alliance Managers understand how to maintain strong relationships, so if there is confusion, uncertainty, or cataclysm, they can be a stabilizing force.

Ultimately, Alliance Managers need visibility into the specifics of an alliance so they can determine if it measures up to the



vision. Yet without access to the proper data, how can an Alliance Manager make data-driven decisions about which alliances to keep or expand on, and which are in need of renegotiation or termination?

With ideaPoint, global companies have a secure and user-friendly solution that streamlines the many moving parts around any deal, allows visibility on a need-to-know basis, and enables robust tracking and reporting.

ideaPoint is the ideal tool for managing the past, present, and future of each alliance, while also providing a holistic view of the company's full portfolio.

Past: Archive and track all the details related to each alliance. Each milestone, financial transaction, decision, and piece of communication is securely archived and available for later reporting.

- Capture all transactions related to each alliance, including milestones (both met and missed), budget, and payment history



- Archive all notes, messages, and collaboration within the system
- Report on outcomes, such as overall payment history, on-time performance, total alliance value, adherence to KPIs,

Present: Manage the current status and obligations of each alliance, through customizable dashboards and high-level status reporting which provides a view across the entire alliance portfolio, and the ability to dive into the details of each one. See which alliances are exceeding expectations, and which ones require corrective action. Collaborate in real time, then capture the meat of those discussions for posterity.

ideaPoint is the go-to system for day-to-day alliance management:

- **Routing:** Keep the program running smoothly with configurable, automated routing. Guarantee the right people are aware of their obligations, streamline decision-making, and ensure team members know what they are responsible for.

- **Notifications:** Hit contractual compliance and on-time performance by automatically alerting the team, or specific individuals, about upcoming milestone-based, contractual obligations and payments.
- **Configurable Dashboard:** View overall health, upcoming milestones and flag critical events and communication for each alliance
- **Scorecards:** Configure and view Alliance health score cards for a quick view of how each alliance is performing against established benchmarks

The screenshot shows the ACME Alliance Management interface. The top navigation bar includes 'Start Menu', 'Logout', and a dropdown for 'Alliance Management'. The main content area is titled 'ABC Pharma Alliance - R&D Collab (DD-8123a)' and includes 'Save', 'Submit', 'Delete', and 'Exit' buttons. The 'Alliance Health' section contains a 'Milestone Check' table and a text area for 'Please note any relevant issue/item that could in the future impact future obligations (positive or negative):'. Below this is an 'Alliance Performance' section with a 'Current Alliance Performance' rating and a text area for 'Please provide context behind the performance rating above:'.

Type	Description	Due Date	Actual Date	Status
Material/Knowledge Transfer	Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.	10/05/2019	14/05/2019	Acceptable
Manufacturing	Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.	01/08/2019		Excellent
Manufacturing	Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat.	08/08/2020		Excellent
Agreement Expiration	Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.	08/08/2021		Excellent

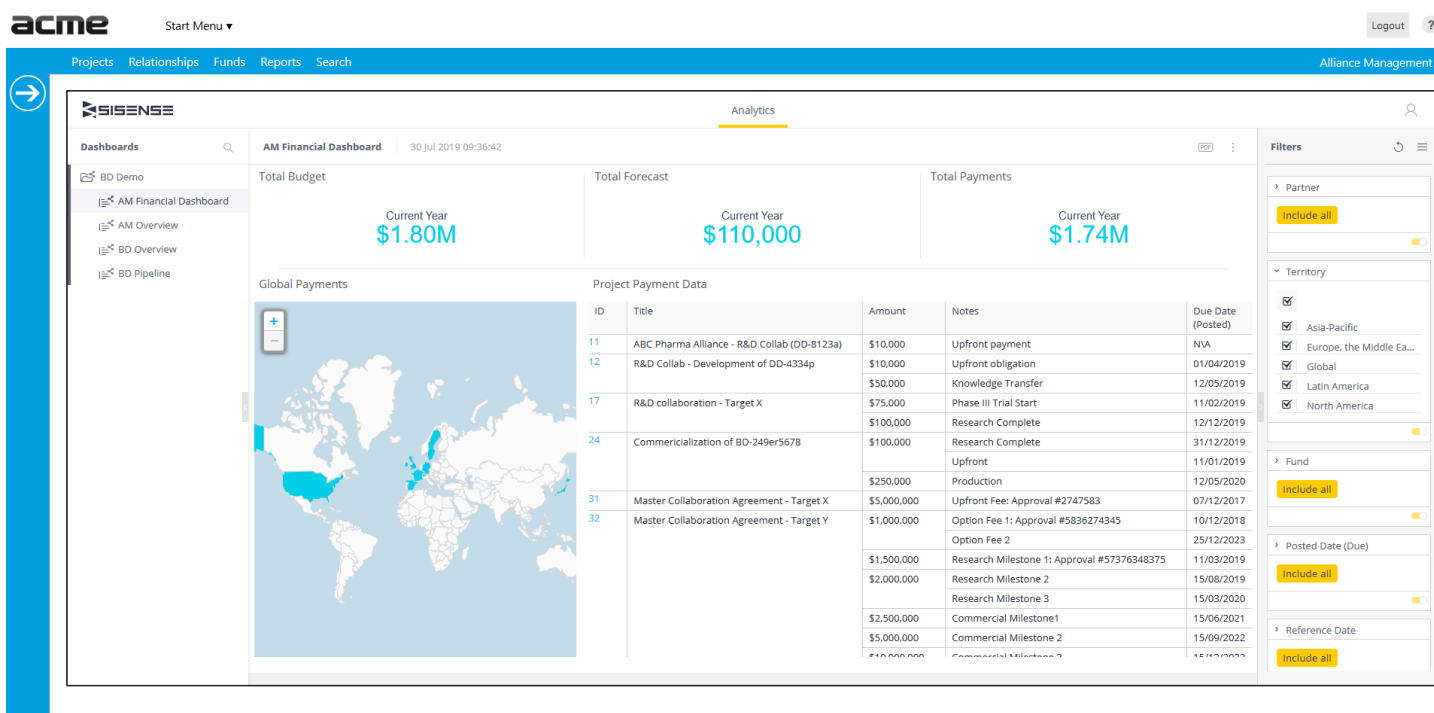
- **Contract management:** Track all aspects of contract and term development or renegotiation, including planning, financial commitments, milestones and outcomes
- **Collaborate within ideaPoint:** Share documents, milestones, notes, discussions and updates directly within the platform, and avoid the risk that a critical piece of information exists only in an email, and not in the system of record.
- **Portfolio management:** Roll-up and track budgets across alliances
- **KPIs:** Establish and report out on KPIs

Future: With known milestones and obligations already captured in ideaPoint, it's possible to reliably predict the future.

- Forecast expected revenue and future payments based on expected milestones
- Track total value of alliance based on expected payments
- De-risk the budgeting and forecasting process by anticipating and planning for contractual obligations

ideaPoint provides portfolio-wide reporting and management: Visibility into not just one alliance, but all of them.

- Reports covering the entire lifecycle of each alliance, plus the portfolio as a whole
- Configurable dashboards, ad hoc and templated reports
- Report on status, KPIs, key milestones met and upcoming
- Outcome driven analytics: learn from the success of each alliance to inform future agreements



With ideaPoint, you have a guided approach to support your specific Alliance Management processes and a unified system that provides complete transparency and historic views into external Alliances, Partnerships and Collaborations.