



# ValuePartner® Fact Sheet

**What is ValuePartner®?**

**How does ValuePartner® work?**

**Benefits of using ValuePartner®**

ValuePartner® is a strategy alignment framework designed for companies who rely on business partners for selling and implementing their products and services. ValuePartner® enables a vendor to align his own strategy for growth with that of his individual business partners'.

After performing a ValuePartner® exercise with a business partner the vendor will have achieved the following advantages:

- Have direct access and a solid line of communication with the Partners' top management
- Have a documented (growth) strategy action plan for the business partner which is fully aligned with the vendor's own growth strategy
- Have identified the immediate issues for improved business performance and areas where the business partner must focus / invest to achieve the growth targets
- Have a plan of action to help the vendor's Partner Account Manager focus his/her support and follow-up on areas critical for meeting the agreed growth objectives

## How does ValuePartner® work?

ValuePartner® works as an x-ray of the Partners' business, using a vendor specific Internet browser-based data collection and analysis tool. This makes the process highly efficient, as participants can provide most of their contributions independently, anywhere and anytime.



1

A client executive defines the strategic direction of the company according to Balanced Scorecard principles.

2

The VP system submits e-mails to all participants with individual links to their web based questionnaires.

3

When the last participant has completed the questionnaire, the VP system issues a notification to the VP consultant, who starts the analysis process.

4

The outcome of the strategy analysis is reviewed with a VP consultant in a workshop.

## ValuePerform® reports

When the last participant has completed the questionnaire ValuePartner® generates a report, which is submitted to the vendors' Partner Account Manager and the Business Partners' top management. The ValuePartner® questionnaire is created based on the individual characteristics of each Business Partner i.e. industry sector, customer value proposition, company size, current and future strategy and customer focus.

ValuePartner® recognizes in its computation that any company will always gravitate towards one of three kinds of generic strategic Customer Value Propositions:

- Customer Intimacy
- Product Leadership
- Operational Excellence

A company such as Dell has a distinct predominance of "Operational Excellence", whereas a company such as Apple has an obvious predominance of "Product Leadership". A Microsoft VAR will primarily drive a "Customer Intimacy" approach.

The ValuePartner® report is presented as highly visual spider webs. The output is provided on large posters as well as individual reports for each of the participants. These deliverables make it easy for the participants to understand the key messages resulting from the process.

Finally, the ValuePartner® consultant conducts a workshop where all of the ValuePartner® output is discussed and where consensus is reached on key follow-up action points.

## Benefits of using ValuePartner®

ValuePartner® provides a series of attractive benefits compared to the traditional strategy consulting approach.

- 1 The ValuePartner® approach delivers a precise assessment of the strategy – and reveals to which extent the strategy is aligned with the vendor's own strategy and how it is supported and executed by the management team.
- 2 ValuePartner® is based on internationally proven and widely recognized methodology. The consultant managing the process does not bias the outcome.
- 3 ValuePartner® is cost efficient due to an automated and lean information gathering process. Average answering process time for the web-based questionnaire is less than 1 hour.
- 4 ValuePartner® analyses and easily prepares comprehensible reports documenting the results of the analysis and presents a visual gap analysis between "Importance" and "Performance" i.e. the "Embedded Potential" in each of the particular management areas.
- 5 ValuePartner® ensures a consistently high quality process with a 360 degree perspective taking in all the contributing factors. Nothing is overlooked and nothing is randomized.
- 6 The ValuePartner® approach enables the strategy articulation process to be conducted with an efficiency and effectiveness far superior to the traditional manually based, consultant intensive processes.
- 7 ValuePartner® captures and stores input from each participant in a database. Each completed analysis is also stored. Over time, it is thus possible to do extensive benchmarking and systematically track how management alignment and execution is progressing.
- 8 ValuePartner® is backed up by a network of accredited consultants. The ValuePartner® consultants ensure that each client experiences a strategy process which is consistent and thoroughly documented.

Because of its use of browser-based data collection, automated generation of output graphics and reports and certified methodology, ValuePartner® makes it economically feasible to conduct high quality strategy definition processes at much smaller organizational units than previously possible.

Since ValuePartner® is such a highly structured and documented process, it presents a unique opportunity to benchmark organizational units against each other over time. This feeds into a virtuous circle of benchmarking against the best of the breed.

### Highly visual spider webs

The ValuePartner® report is presented as highly visual spider webs. The spider web illustrates how well the partners' management team is aligned on the 15 critical management areas and how well performance and priorities match the strategy.

