

PARTNERS IN BEST PRACTICES



Phoenix Consulting Group



Phoenix Consulting Group is a management consulting firm focused on best practices in collaborative business models. Founded in 2002, our business is grounded on the principle that companies can achieve accelerated growth through the virtual economies of partner networks. Partner networks are sources of innovation to extend your company value proposition to new markets of customers.

PhoenixCG stays on the forefront of collaborative best practices through active leadership in advancing standards in collaborative business practices and professional certification. Our management consultants combine strategic perspective with practical professional experience ensuring we deliver actionable recommendations that have real world relevance.

# MANAGEMENT CONSULTANTS

Phoenix Consulting Group is your partner in best practices for managing collaborative business relationships. We believe that collaborative business models will define competitive advantage in an increasingly complex and interconnected global economy. Companies that learn to leverage partner networks to fuel growth and innovation and reduce risk and cost through virtual economies will prevail. All of our consultants understand how to implement strategy, processes, and policy, and how to lead change. We partner closely with you to ensure that our recommendations fit your company culture and recognize there are real world implications to execution.

## CONSULTING PRACTICE AREAS

PhoenixCG practices and services help companies maximize their return on relationships.

Our practices areas cover strategic development, operational systems and processes, and professional skills development for all types of partnerships and collaboration models.

### COLLABORATION STRATEGY

Collaborative capability is recognized as a competitive advantage in today's demanding business environment. No one can go it alone. Aligning your partnering strategies with your corporate vision and business objectives will enable you to create more resilience in your value chain, expand to new markets, reduce risk and cost in operations, or provide greater value to your customers through innovative products and services. As experts in collaborative business models, PhoenixCG can help you transform your business to become more competitive and effective in managing your partnerships.

### ECOSYSTEM DESIGN AND OPTIMIZATION

Your ecosystem of partners, alliances, channels, developers, and strategic suppliers is a strategic asset for your company. PhoenixCG advocates a fact-based approach in understanding partner loyalty drivers as the foundation for optimizing your ecosystem for competitive advantage. We align ecosystem strategy with corporate objectives and align program benefits and requirements with partner motivations and desired behaviors. We are experts in the implementation of Social Media in optimizing partner ecosystems and communities and have counseled our clients on their practical application. Our suite of services also includes program benchmarking, partner loyalty and health assessments, and governance and metrics for performance management.

### PARTNER LIFECYCLE MANAGEMENT

Proactive management of the partner development life cycle from recruitment to results may not only accelerate your partnership's time to revenue but may also accelerate the time to realize the strategic goals of your channel or alliance. PhoenixCG partner lifecycle management methodology, Ramp to Revenue™, is based on many years of practical field testing in managing partnerships for results. Our consultants have achieved quantifiable results for our clients.

■ Do you need to transform ad hoc partnering practices into a program that produces predictable results and measurable revenue?

■ Do you need to diversify into new markets to fuel growth?

■ Do you need to accelerate your revenue ramp through partners?



## MARKET DEVELOPMENT

Effective market development is essential to creating value from the promise of every customer facing partner relationship. Marketing techniques for the collaborative business relationship go beyond product, place, price and promotions – to influence, develop, and execute programs in a collaborative environment. PhoenixCG offers a full spectrum of market development services for collaborative business relationships: strategic planning and programs; social marketing programs and campaigns; positioning and messaging; market research and competitive analysis; partner acquisition; joint product development; go-to-market planning and execution; and marketing metrics and analysis.

## PROFESSIONAL DEVELOPMENT FOR PARTNER MANAGERS

We offer a comprehensive training and skills mastery program to enable your team to achieve greater partnering performance. All of our instructors are certified at the highest credential level of the profession, Certified Strategic Alliance Professionals (CSAP) and have served on the ASAP Professional Development Committee and ASAP Standards Advisory Board. We provide experiential learning for every phase of the partner management life cycle from inception and management to transformation and termination. We also provide certification preparatory workshops for those professionals seeking CA-AM and CSAP alliance management credentials.

## BIOTECH AND LIFE SCIENCES COLLABORATIVE CAPABILITY

Biotech and the Life Sciences industries are critically dependent upon alliance relationships to develop and commercialize new products. We provide an exploratory service which combines an interactive discovery session reviewing alliance concepts while auditing company partnering practices. With this capability, you will create an environment for your functional organizations and your partners to find common ground in partnering principles and successful execution. PhoenixCG consultants have the expertise to address the special interests and concerns of Biotech and Life Science partnering opportunities.

## GREEN TECHNOLOGY COLLABORATIVE CAPABILITY

As an emerging sector, innovative entrepreneurs are collaborating with industry giants to develop and bring to market new green products, services, and energy infrastructure. We bring you expertise that combines innovation know-how with road-tested partnering techniques that will enable you to find common ground in partnering principles and successful execution between organizations of any size.

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*“The Partner Health Survey got us to concrete results. This process had a material impact and we incorporated many of the recommendations in our fiscal year plan.”*

GLOBAL ALLIANCE DIRECTOR,  
CISCO

*“Thank you for the rapid turnaround on our benchmarking study request. Having this picture of where the pharma industry is in its journey will be helpful as we plot our own course. We’ve got a tough road ahead, but knowing where we stand and what options are possible is a good place to be.”*

V.P. ALLIANCES, DUPONT  
PHARMACEUTICAL

*“Phoenix has been instrumental in our design at SAP for the new partner program. Quickly, they were able to add incredible value and insight on topics ranging from requirements for participation through to cutting edge enablement offerings to blue print designs of our PRM system. We had limited timeframes for the board review and the attention to detail was never lost as we evaluated what was best for SAP, market trends, and cost models required for execution.”*

VP, GLOBAL SOFTWARE &  
TECHNOLOGY PARTNER  
PROGRAM OFFICE, SAP

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■ Do you know where your partner dollars are achieving the best results?

■ Do you need to tap new sources of innovation through your partner network?

## PARTIAL CLIENT LIST

Adobe  
APC by Schneider Electric  
Bio-Rad  
BMC  
CA  
Cisco  
Dupont  
HP  
IBM  
Lilly  
Microsoft  
PayPal  
SAP  
Telcordia  
VMware  
Xerox



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