Alliance Critical Success Factors

Commercial Success Factors	Technical Success Factors	Strategic Success Factors	Cultural Success Factors	Operational Success Factors
• Breakthrough Value Proposition • Due Diligence • Effective Legal / Business Structure • Alliance Audit Process • Aligned metrics • Alliance reward system • Commercial cost • Commercial benefit • Process for negotiation • Expected Cost value ratio	• Valuation of technical assets • Partner company market position • Host company market position • Market fit of proposed solution • Product fit with partners offerings • Identified mutual needs in the relationship • Process for team problem solving • Shared Control • Partner accountability	• Shared objectives • Relationship Scope • Tactical and strategic risk • Risk sharing • Exit strategies • Senior Exec support • Strategic alignment • Fit with strategic business path • Other relationships with same partner • Common strategic ground rules • Shared vision	• Trust • Collaborative corporate mindset • Collaboration skills • Dedicated alliance manager • Alliance center of excellence • Decision making process • Other cultural issues • Cultural alignment	• Alliance process • Speed of progress so far • Distance from revenue • Formal business plan • Communication • Quality review • Change management • Operational metrics • Operational alignment • Exponential breakthroughs • Internal alignment • Project plan • Issue escalation