

Strategic Partnerships

the good, the bad, the ugly

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Strategic Partnerships



Rick & Louie		
MS & IBM	Lucent & Ascend	Bill & Monica
WINTEL	AT&T & NCR	AOL & TW
Ascend & PSI		

Strategic Partnerships

it's the strategy

	Int'l Mkt Entry	Product Void	New Market	Strategy Change
Distribution		CopperCom Lucent Alcatel		
Technology	AT&T Phillips Lucent Goldstar		RAM Intel, LME MS, Lotus	RAM (Cingular) RIM
Strategy Change	AT&T Telmex Mex Gov't			CopperCom DTI

Things to Do/Remember

- Draw a diagram
- Get help from someone with experience
- Understand the strategic agendas
 - Avoid strategic conflict
- Bring your partner a customer
- Meet with the decision makers
- Find a champion
- One step at a time
- Think out of the box

Strategic Partnerships

why they fail

- Strategy/Conflict
- Culture
- Ego
- Timing