

Strategic Alliances & Partnerships



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Company Overview

- Founded in 1999 to pioneer ODRM
- Boston HQ; 65 employees
- Web communications platform & applications
- Software as a Service (SaaS)
- More than 450 blue-chip customers
- Significant Partnerships:
 - Salesforce.com, Microsoft, Intercall, Convoq, G2X



What is Brainshark?

An web-based communications solution
that allows business professionals
to instantly combine voice, text, and documents
to

**easily and effectively share information
anytime, anywhere.**

Simple Authoring

Upload a Document

1



Add Audio
via Telephone

2



Edit

Audio updated

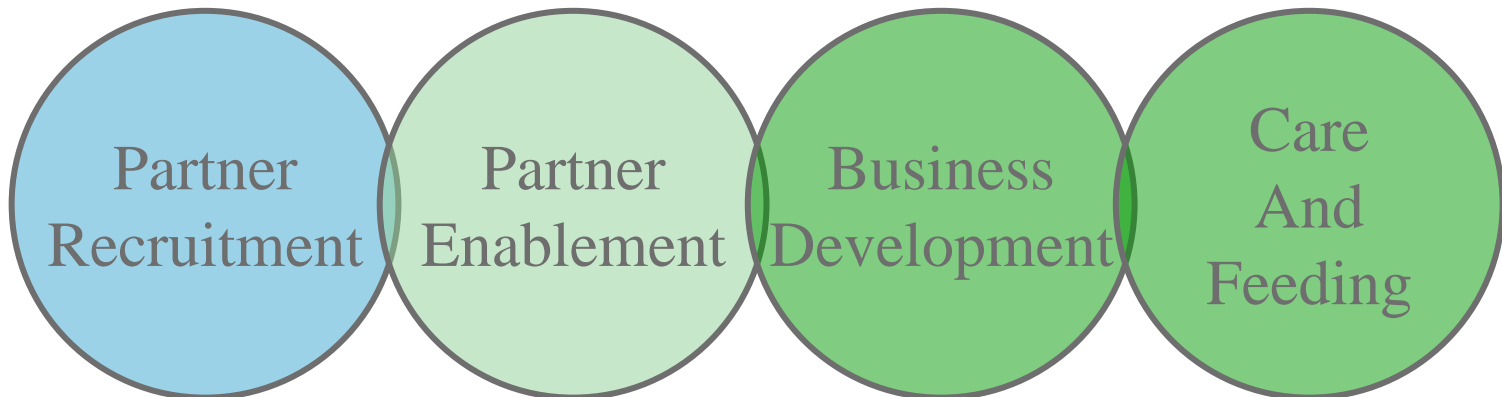
Publish or invite
your audience to
view

3



Lessons learned from a startup

- Planning
- Types of partnerships
- Early stage partnering with “Big Guys”
- Negotiating the deals
- Execution



Planning

- Define types and targets
 - OEM, VAR, SI, Co-marketing
 - Vertical or horizontal markets, customers
- Develop consistent baseline processes
 - **Agreements**, pricing
- Tiered strategy
- Repeatable
 - Minimal engineering effort

Recruitment - Stage 1

Partner Recruitment

- Targeted list of customers
- Call High – use BOD and VC connections
- Define “Shared Vision”
- Define “Common Goal”
- Identify Executive sponsors
- Create a written Partnership Outline
- Identify obstacles
- Milestones
- Formalize

Partnership Outline

Partnership with Thomson Financial Partnership Outline

Purpose, Goal, Strategic Mission	<ul style="list-style-type: none"> ➤ Why are we entering into this partnership? 	<ul style="list-style-type: none"> ✓ Thomson Financial desires to resell Brainshark. ✓ Brainshark is looking to leverage this partnership as a significant 3rd party channel. 	
Products and Services Offered	<ul style="list-style-type: none"> ➤ Which services will each partner provide? ➤ What, if any will be the joint services? 	<ul style="list-style-type: none"> ✓ Brainshark Rich Media Platform ✓ Brainshark training 	
Target Markets and Customers	<ul style="list-style-type: none"> ➤ What are the target markets? 	<ul style="list-style-type: none"> ✓ Existing Thomson Financial Customers ✓ Companies Looking to Improve the Productivity and Effectiveness of their Wholesaler channel ✓ Other targets determined by TFN 	
Key Objectives and Goals And Operational Milestones	<ul style="list-style-type: none"> ➤ What are the specific objectives to be accomplished by our partnership? ➤ When we can expect to begin achieving these objectives? 	<ul style="list-style-type: none"> ✓ Generate ✓ Create Highly Effective Demo Site ✓ Train Thomson Financial Sales Staff ✓ Conduct Sales Meetings with Thomson Financial Customers ✓ Within 30 Days 	
Responsibilities	<ul style="list-style-type: none"> ➤ Sales ➤ Marketing ➤ Implementation ➤ Training ➤ Development ➤ Support ➤ Relationship manager 	<ul style="list-style-type: none"> ✓ Joint ✓ Joint ✓ Brainshark ✓ Brainshark ✓ Brainshark ✓ TFN Level 1, Brainshark Level 2 and 3 ✓ Brainshark – Greg Flynn ✓ TFN – Jim Hendren 	
Obstacles	<ul style="list-style-type: none"> ➤ What are the major obstacles to the success of the partnership? 	<ul style="list-style-type: none"> ✓ Can we train the TFN Sales Reps that this a real, revenue generating opportunity? ✓ TFN sales reps have multiple products to sell...how do we get their attention to sell this 	
Milestones	<ul style="list-style-type: none"> ➤ What are the specific milestones and dates they will be achieved 	<ul style="list-style-type: none"> ✓ Create Customer demo site ✓ Create Internal Thomson Testimonial ✓ Create Branded Sales Materials ✓ Determine Joint Pricing ✓ Initial Sales Roll out ✓ Regional Sales meeting 	<ul style="list-style-type: none"> Done Done In-process Done 5/19/03 During May
Decision Making	<ul style="list-style-type: none"> ➤ Who has the authority and responsibility to make what kinds of decisions in what circumstances? 	TFN <ul style="list-style-type: none"> ✓ Jim Hendren - Strategic ✓ - Financial ✓ - Operational ✓ - sales 	

Partnerships

- Microsoft
 - Co-Marketing
 - Complementary Products
- Salesforce.com
 - OEM
 - Same target customer
- G2x
 - OEM
 - Insurance vertical
- Intercall
 - VAR
- Markettools
 - Co-Marketing / Revenue Sharing
 - Common customers
- Convoq
 - OEM
 - Complementary product

Enablement - Stage 2



Partner
Enablement

- Provide the technology and resources to commercialize their products and services
- Educate sales and technical staff
- Equip them with technology

Business Development - Stage 3



Business
Development

- Marketing activities
- Sales tools
- Resell or Co-sell

Care and Feeding - Stage 4



Care
And
Feeding

- Partner management
- Strategic Planning sessions
- Monthly planning sessions
- Continuous Training
- Look for other product opportunities

Lessons learned

- Most partnerships fail
- Logo partnerships vs Real Partnership
- Set Goals
- Set Expectations
- Plan, re-evaluate, Plan
- Focus, Focus, Focus
- Business Development reps can be easily distracted by 'last call hype'
- Periodic Reviews ... Timing is everything