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**Do You Have the
Right Mix of Partners?**



What Kind of Strategic Decisions Would You Make If You Could:

- Profile Every Partner—No Matter How Many You Have?
- View the Entirety of Your Portfolio—or Zoom In on Any Partner or Detail?
- Direct Partnering Resources to Where They Matter Most?

Introducing The Partner Portfolio Manager™ App—A Breakthrough in Strategic Partner Management from The Rhythm of Business.

The Partner Portfolio Manager™ app puts unprecedented profiling and analytical power in the hands of your alliance management organization.

Through automation of The Rhythm of Business' value/complexity portfolio methodology, The Partner Portfolio Manager reveals never-before-seen patterns and details from across your portfolio and in the nooks and crannies of each individual alliance.

Harness The Partner Portfolio Manager to reallocate personnel, uncover new opportunities, focus investments to maximize impact, and optimize the portfolio to align with the company's most strategic goals. With the power of this web-based app at your fingertips, how much easier would it be to decide which partners to invest in, which ones to maintain the status quo, and which ones to de-emphasize or wind down?



Take strategic management of your portfolio to an entirely new level. Realize previously untapped value. Manage risk-causing complexity. It's all possible now—with The Partner Portfolio Manager.

The Partner Portfolio Manager makes a direct link between the strategic value companies seek and the actions to be taken by alliance managers. Senior management and alliance teams are taking notice.

The value/complexity portfolio methodology that powers The Partner Portfolio Manager helps alliance managers to:

- Define issues impeding performance across the portfolio
- Realize desired value from individual alliances
- Sensitize alliance teams to signs of misalignment
- Garner resources for alliance management
- Allocate limited resources to the right partners
- Identify and correct where value is not being realized
- Guide C-suite executives using the portfolio map and analytics

Unleash the power of The Partner Portfolio Manager. Take your alliance management to new strategic heights. Maximize your Return on Collaboration. Learn more—and get a free copy of our white paper “The Partner Portfolio Manager: Shining the Spotlight on Performance and Value”—at rhythmofbusiness.com/partner-portfolio-manager/

$$\text{RoC} = \frac{\text{GET}}{\text{GIVE}}$$