



Empowering collaborative execution.

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Bring us your toughest collaboration challenges™

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Partnering is Mission-Critical. The Status Quo Won't Do. It's Time to Get SMART.

SMART Partnering™

- Integrate partnering into every aspect of your business, from strategy development to resource allocation to strategy execution
- Optimize your partner portfolio and resources for maximum impact
- Empower every stakeholder with the mindset, skillset, and toolset to execute

Delivering winning customer experiences across all channels in today's connected ecosystems requires partnering. Yet, partnering is often an afterthought in traditional build-buy strategic decision making. As a result, resources required to succeed are hard to come by – as is success. And success requires much better execution amidst complexity. The challenge – and the gold – is in the gray.

Introducing SMART Partnering™ – a new breakthrough solution from the pioneers of partnering at Alliancesphere and The Rhythm of Business.

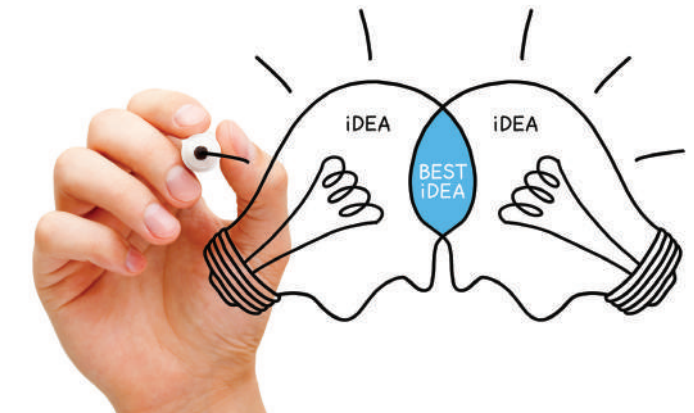
Forge your path to success with SMART Partnering™. Our fully integrated methodology seamlessly connects strategy and execution to deliver breakthrough outcomes.

STRATEGIC
MEAASURABLE
AGILE
RESOURCED
TOTAL

Embed partnering into your company's DNA

- Comprehensively diagnose partnering strengths and weaknesses
- Chart your partnering roadmap for innovation and growth
- Accelerate rollout enterprise-wide, tame complexity, and drive measurably improved results

It's easy to get started—take the first step TODAY and learn how your company scores on the SMART Partnering Spectrum. Take our complementary SMART Partnering Assessment at <http://research.net/s/smartpartnering> and receive customized feedback that will get you started on the journey to partnering success.



Learn more about partnering's strategic transformation in our white paper *SMART Partnering™: Orchestrating Success in the Era of Connected Ecosystems* at: rhythmofbusiness.com or alliancesphere.com