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Optimising Your Alliance Strategies

Using Industry Maps to understand your alliance opportunities

The marketplace is becoming more networked and interdependent through an increasingly complex array of joint ventures, alliances, mergers and acquisitions. How sure can you be that a prospective alliance partner does not also have an alliance with your fiercest competitor? How do you find that niche partner that might provide the winning edge, when combined with your core products or services? As a larger, established firm, how can you avoid being inappropriately allied, potentially limiting your ability to innovate? As a smaller newly established firm, how do you identify the larger alliance partners that can help facilitate your growth?

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How Can Optimice Help?

Optimice has conducted groundbreaking research into how firms can build their social capital in the marketplace and how to then leverage this into superior firm performance. The research identifies the appropriate mix of human capital, R&D and alliance network positioning required to build ROI and/or total shareholder return. A market research method for visualizing industry maps of alliance structures in different market sectors¹ has been developed as part of this research. These industry maps can be used to both assess the nature of your current alliance relationships and to then map a forward plan for optimising your alliance networks for superior firm performance.

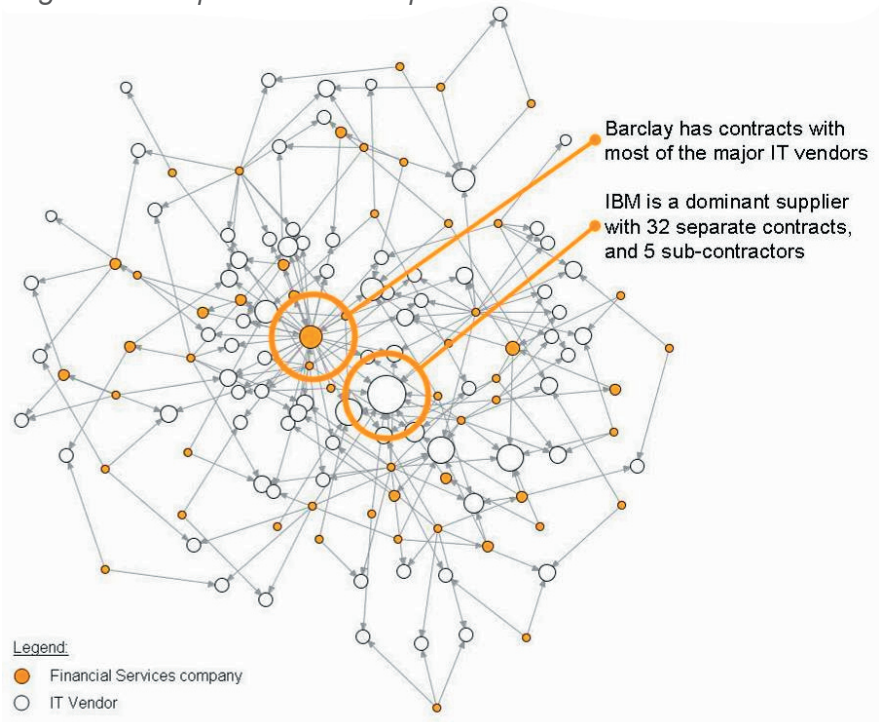
¹ See www.optimice.com.au/upload/LEFJournalDec05_Multi_sourcing.pdf



The Benefits

The industry maps developed for you can provide you with, for the first time, a view of your marketplace, through the lens of existing alliance relationships. By including target clients into the maps you will be able to accurately visualise the competitive environment that you are working in. With the growth in multi-sourcing, your prospective clients are likely to be also procuring products and services from prospective alliance partners and at times, your competitors. With the new insights provided by the industry maps, you will be able to identify alliance structures or new service/products that you may need to source or develop to improve your competitive position.

Figure – Sample Alliance map for IT vendors in Financial Services



Who we are

Optimice was founded with the objective of improving, or optimising, collaboration and networking between people and organisations. Our mission is to facilitate the development of valuable business relationships.

Optimice's people have extensive experience working in services organisations and have conducted groundbreaking research into the dynamics of alliances and the impacts on multi-sourcing.

Contact Optimice on www.optimice.com.au to learn more about how we can help optimise your organisation's multi-sourcing relationships to drive better client satisfaction and achieve stronger performance.