



## Alliance Sciences LLC

### Case Study: **engage**

#### About the Customer

Engage is a leading provider of software solutions and services that streamline the advertising production process. Engage solutions combine workflow automation with digital asset management to automate repetitive tasks and simplify production processes, allowing operations to spend more time producing and less time on administrative tasks.

Based in Andover Massachusetts with European headquarters in London, Engage clients include retailers, catalogers, direct marketers, F1000 corporations and publishers around the world. All of these organizations have a common requirement to produce advertising and promotional materials quicker than ever before and in greater quantities, without sacrificing quality or accuracy. Engage has achieved this successfully for major household names such as ValPak Direct Marketing, Viking Office Products, Circuit City, CDW, The Sharper Image, Sears Canada, MicroWarehouse, HEB Grocery Company, FujiFilm, AirTours/UKLG, LL Bean, Wall Street Journal, McGraw Hill Sweets, The LA Times, Cambridge University Press and The Boston Globe.

#### Customer's Challenge

With beachhead accounts secured and increasing market share in their industry, Engage realized the need for Alliances to aggressively secure market leadership and attain the global leadership they sought in their industry. Engage is lead by a staff of industry veterans with experience at leading companies. They added to this experience by hiring Rob Napolitano, an Alliance veteran with experience leading Alliances at Nortel Networks (Clarify) and Compaq Computer Corporation.

Engage was challenged with developing a clearly defined global Alliance strategy that would implement and utilize 4 partner programs (Go-to-Market system integrators, Value Chain Application integrations, Platform Development providers and Advocate influencers). It was also important to Engage to garner organization-wide understanding, commitment and support for the Alliance focus. Execution against the plan would need to fit a very aggressive schedule in order to take advantage of market opportunities and shareholder commitments. Additionally, processes and metrics to effectively execute and manage the Alliances were also required.

#### Client: Engage

Engage, Inc. (OTCBB: ENGA) is a leading provider of advertising, marketing and promotion (AMP) software solutions. Engage's digital asset management and workflow automation software enables the creation, production and delivery of marketing and advertising content more quickly and efficiently, increasing time-to-market advantages, boosting productivity and ultimately driving higher ROI from marketing programs and advertising campaigns.

#### Alliance Environment:

Launch of global Alliance strategy program to incorporate 4 programs with immediate market impact.

#### Alliance Sciences Services:

- Define Alliance success objectives, value propositions, roles and responsibilities
- Garner Alignment with stakeholder departments
- Provide training to Alliance managers on Alliance management best practices

"Alliance Sciences was critical to the successful launch of the Engage Global Alliance Program. We were able to rapidly create a consistent strategy that was understood and committed to enterprise-wide. Thanks to the immediate success of our Alliance Program, we're still working with Alliance Sciences to continuously improve of our Program and truly extract world-class impact and value from our Partnerships."

– Rob Napolitano,  
VP Strategic Alliances,  
Engage

## Solution

Following the SAM<sup>2</sup> Methodology, Alliance Sciences worked with Engage to clearly define the overall organizational Alliance strategy and formalize the 4 component Alliance programs. Alliance success objectives were aligned with corporate objectives and published to detail how Alliance success would be quantified and measured. The Alliance Plan Template<sup>©</sup> was implemented to understand and document success objectives, value creation (internally to Engage stakeholder departments; externally to partners and customers), roles and responsibilities (contributions to and requirements from Alliance participants), and the Partner engagement process (the stages of the Partner lifecycle). Alliance management interviews with primary stakeholders were facilitated to garner internal alignment and reporting processes across departments. Integrating these components at the Partner engagement level, the Partnership Proposition document was delivered to incorporate a concise and clean format for Alliance business planning as well. Finally, Alliance management best practices training was provided to instantiate the strategy and tactical execution plan reviewing the utilization of Alliance tools, templates and processes.

## Success Factors

- Clear, consistent and actionable global Alliance strategy
- Focused and aligned approach to Alliances across the organization
- Integrated tools, templates and processes to execute against the strategy
- Training on Alliance management best practices
- Achieve results within 30 days to meet aggressive time requirements

## Results

Engage was able to address their need for a comprehensive global Alliance strategy within an aggressive time frame. By implementing the Alliance Plan Template, the 4 Alliance programs were all comprehensively defined, implemented and aligned with corporate objectives and stakeholder departments. The global Alliance strategy was created to provide an infrastructure that would meet the rapid scale required for an emerging market leader like Engage.