



Alliance Sciences LLC



## Case Study:

**Client: InterVivos LLC**

### Alliance Environment:

- Start-up with a business plan and version 1 of an award winning software offering
- Volume business with limited personnel resources and continuously competitive landscape

### Alliance Sciences Services:

- Alliance Ready Program
- Define Partnership strategy
- Develop partnering tools
- Create partner processes
- Identify potential partners and facilitate agreements
- Define franchise model and create infrastructure to execute

### About the Customer

InterVivos LLC is an emerging web services provider of award winning build-your-own-website software. Their flagship product, PageBuilder, enables individual consumers, small-to-midsize businesses, municipalities and state governments. The company received the Palmetto Pillar Award for best software solution of 2002 based in part for their solution provided within 36 hours for a \$90 million highway engineering project.

### Customer's Challenge

InterVivos had spent the majority of its first three years of business developing what became award winning software. With limited resources and personnel to execute, the company was challenged to define and effectively execute a distribution strategy. Given the personnel constraints, InterVivos chose to leverage external experience and resources with Alliance Sciences. Another contributing factor was the rapidly increasing competitive landscape. InterVivos felt strongly that they needed to rapidly attain not only revenues, but also market share.

InterVivos faced a unique challenge as they presented the market with both an innovative and cost effective offering. While this presented a significant advantage to consumers, it made distribution difficult. The solution is a web-based service offering that is paid for on a monthly basis, ranging between \$20 and \$35 a month (with additional charges for industry specific modules). InterVivos had learned that solution required a human element in the sales cycle and was not effectively sold as a web-based click-to-buy sale. The challenge was to find organizations which sold technology solutions with a human component to the sales process and also were motivated by a recurring revenue model on low-cost, high volume sales. The partnering process would have to be innovate to work.

### Solution

Alliance Sciences implemented the Alliance Ready Program to provide a quick start and solid foundation for InterVivos' distribution efforts. The Alliance Plan Template provided for a clear definition of success objectives, value propositions, roles and responsibilities and the partner engagement process. Next, the Success Estimation Level tool was utilized to allow InterVivos to determine a profile of the types of companies with whom they could partner effectively. The tool also allowed InterVivos to

**“Joey's professionalism and communication skills are the best I've seen. His work ethic is second to none and he's fearless when it comes to business. When he started his own consulting firm, I put him on retainer immediately. As a result, my client base grew by 40% in 120 days... including both national and international partnerships. He now serves on my Board of Advisors”**

- **Mike Willis**  
**President**  
**InterVivos LLC**

quantify these characteristics so an aggregate score could be applied to each partner candidate.

Following this process, InterVivos and Alliance Sciences were rapidly able to assemble and qualify an extensive list of partner prospects based on the scorecard criteria. Based on the criteria, it was determined that serving as a vendor to existing technology franchises may present the best solution to InterVivos' immediate distribution needs. Alliance Sciences identified and facilitated the execution of an agreement with CM IT Solutions, one of the fastest growing IT franchises in the US with over 100 franchisees in 27 states. CM IT Solutions is lead by an experienced franchisor in Linda Burzynski and supported through the resources and expertise of Michael Maples, a former Microsoft executive who was a direct report to Bill Gates. An additional relationship was secured with CIS, a Europe, Middle-East and Africa (EMEA) based technology services provider with over 90 locations throughout the region. The first client pursued by the organization was the Government of Ghana, who soon standardized on InterVivos' PageBuilder solution.

InterVivos was so pleased with the results that Alliance Sciences has continued to serve the company two years after the initial engagement. Additionally, Joey Fitts of Alliance Sciences was asked to serve on the InterVivos Advisory Board, which has proven to be as much of a benefit to Joey and Alliance Sciences as it has to InterVivos.

### **Success Factors**

- Clearly defined partner program
- Easy-to-use and scalable tools that were both immediately useful and had long term value
- Partner messaging, marketing collateral and negotiation support
- Identification and execution of agreements with productive partners
- Rapid revenue attainment without excessive capital outlay or high risk
- Rapid international expansion and beach-head account attainment in new sectors (government)

### **Results**

InterVivos was able to leverage the experience and expertise of Alliance Sciences for alliance program development. InterVivos' was able to avoid what they thought may be their unfortunate fate as “the best software company the world never saw”. Their award winning solution is now available across the US through a quality distributor who is motivated by a solution their clients value highly and a recurring revenue stream they can count on. InterVivos will now review its opportunity with additional franchises as well as the opportunity to franchise its solution itself.