# Alliances vs. Traditional Partnering

Differences between both partnering models.

### Alliances





## **Organizing Principle**

Alliance network is a shared network among all the alliance partners.



#### Role

Alliance partners focus on: Co-selling, Co-marketing & Co-solutions.



#### **Power**

Power is shared & distributed among all the alliance partners.



#### **Partner Types**

Partners could come from various industries: Cloud, Media, ISV, GSI, etc.



#### **GTM Model**

Joint Model: Co-owned by all the partnering companies.



#### **Alliance Leaders**

They are the part of the strategic P&L as they directly influence up to 30% of the revenue.



#### **Traditional Partnering**



#### **Organizing Principle**

Tiered Distribution Model: Manufacturer certifies who can sell & who can not.



#### Role

Focus on distribution and reselling without significant addition of value.



#### **Power**

The manufacturer holds all the power and dictates the partnership rules.



#### **Partner Types**

Typically three types of partners: Manufacturers, Resellers, Distributors.



#### **GTM Model**

Owned by single company who dictates the GTM terms.



#### **Alliance Leaders**

In a reseller model, the contributions by the alliance leaders are under valued & unappreciated.



