



APAC Regional Conference 2025

How to build Strategic Alliances &
Elevate Firm Growth



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Phil has over 30 years of IT Industry and commercial experience including executive leadership, sales and support services, global alliance and partner ecosystems, business advisor and mentor within the Asia Pacific market. His advisory and consulting experiences include strategy, commercial & resources, sales & go-to-market, partner ecosystems, capital raise & business sale processes for start-up and scale-up businesses:

Collaborare, MD - advisory & consulting services specialist focussed on Sales, Go-to-Market and Collaborative partner relationships.

SME, Advisor - Manufacturing SME supporting Strategy, Resources and commercials growing from start-up into a global category leader (2016-22).

Unitive Impact, Advisor - Climate reporting & ESG start-up, Commercials & Partnerships.

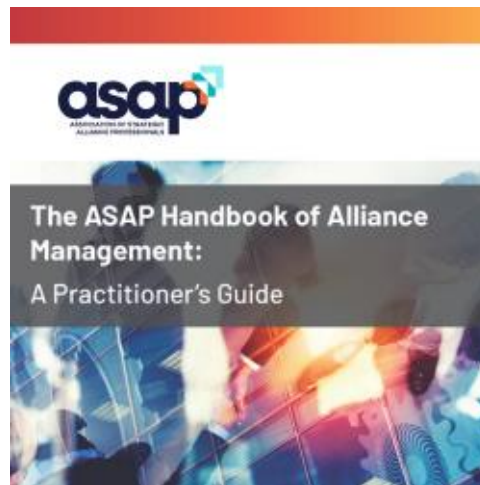
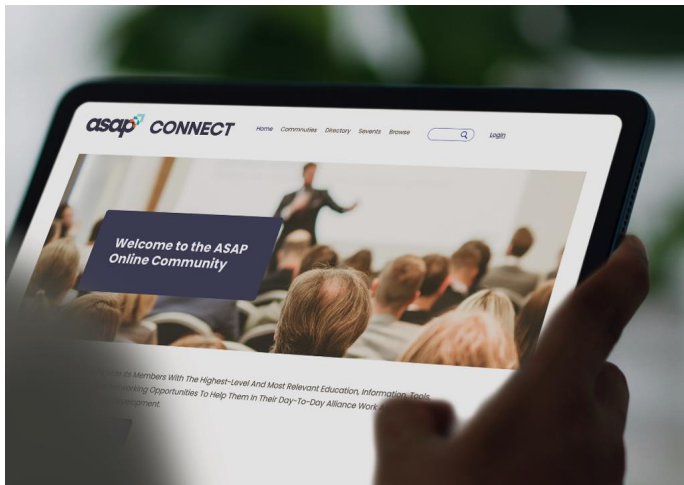
ASAP, President - Co-Founded the ASAP Asia Collaborative Business Community, ASAP Global Advisory Board member.

Education – Executive MBA, Bachelor’s Degree Business & Computing, Associate Diploma of Engineering - Electronics & Computing, Certified Strategic Alliance Professional, Graduate Australian Institute of Company Directors.

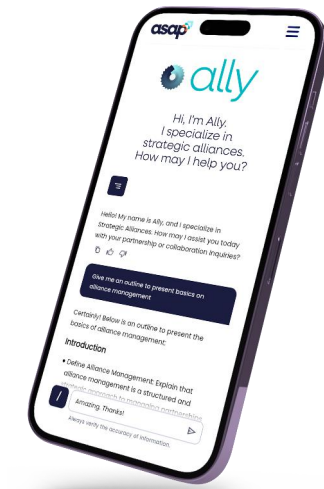
EMPOWERING COLLABORATION ACROSS INDUSTRIES – LEARN. CONNECT. SUCCEED.



ASAP is a nonprofit membership organization dedicated to professionals who lead alliances, partnerships, and collaborative business initiatives.



**Certification
Exam Prep**



VISION 2030



**\$50 Million in Interfirm
Revenue with Each Firm
Having Relationships
with Three Other Firms**



Today's Objective

Introduce you to practices for building and operating successful, value creating Strategic Alliances

What is a Strategic Alliance?

Collaborative business relationship between two or more entities that share assets, strengths, risks, rewards, and control to **create greater value** for their **customers** and for **their organisations** than could be accomplished independently.



Apple & IBM

Enterprise App solutions, combined expertise and technology, **enterprise creditability, strengthening mobile offering.**

Microsoft & OpenAI

Joint development and integration of advanced AI models into Microsoft products Azure, Copilot **accelerating innovation and market differentiation.**

Tesla & Panasonic

Joined forces to develop advanced battery technology for electric vehicles, **sharing expertise and creating market entry.**

Airbus & Rolls-Royce

Collaborated on next-gen aircraft engines and propulsion systems **sharing R&R and reducing time to market.**

Nike & Apple

Collaborated to create the Nike+iPod, **integrating fitness and technology.**

Starbucks & Barnes & Noble

Partnered to provide a **unique customer experience** within café bookstores.

Spotify & Uber

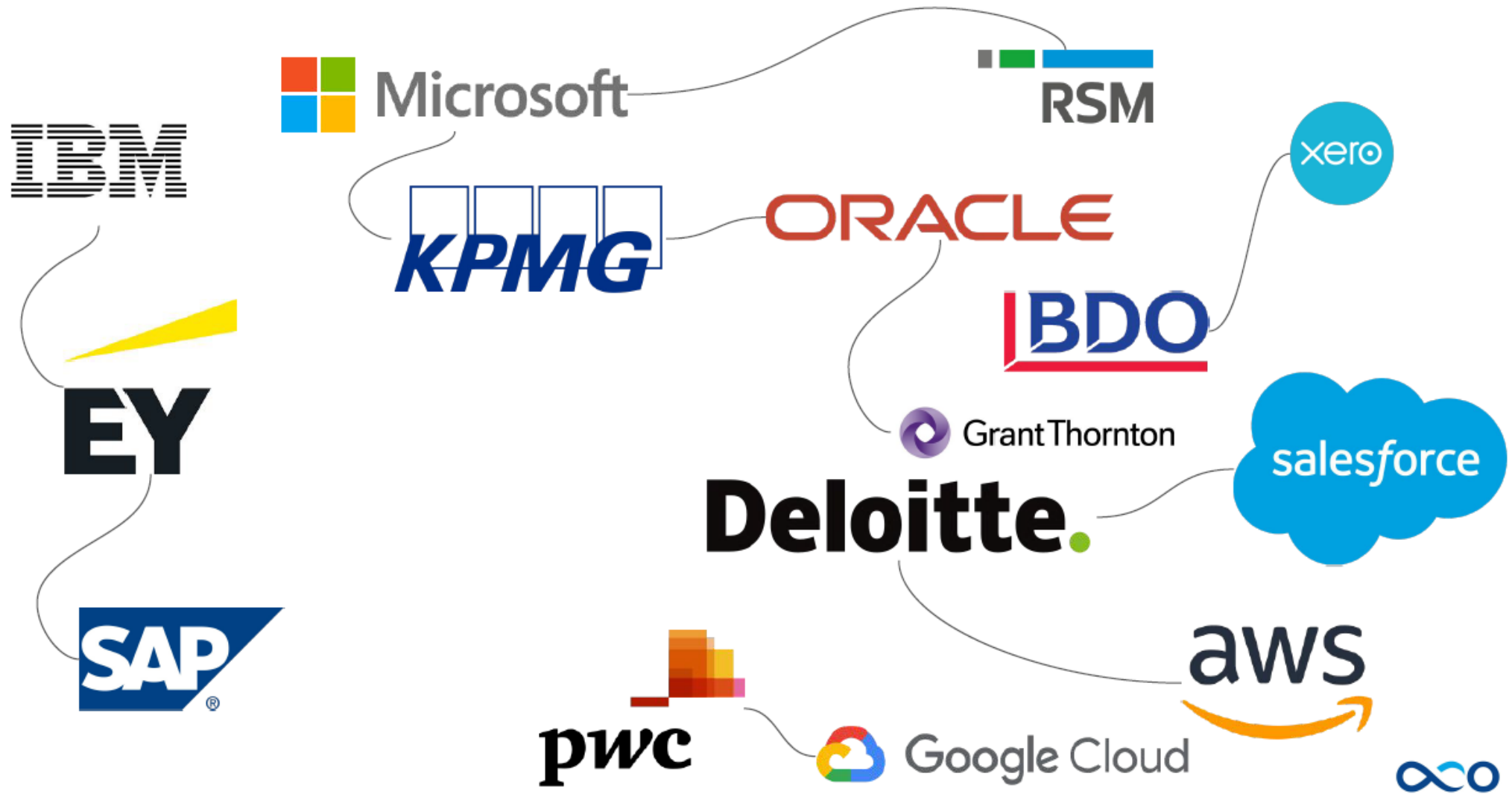
Partnered to enhance the **ride experience** through personalized music selections.

Target & Disney

Collaborated to offer exclusive merchandise, **boosting sales, enhancing customer engagement and brand loyalty.**

Netflix & Disney

Combining resources allows for greater content creation and **audience engagement.**



**My Firm is planning to enter
a Strategic Alliance with
another firm?**

Challenges of Strategic Alliances



Execution Inertia

- Missed objectives
- Lack of new clients
- Inefficient engagement
- Poor lead generation
- Slow market share growth
- Increased customer attrition
- No incremental innovation
- Losing momentum

Strategic Alliance Failures

Failures

- Execution Challenges
- Inadequate enterprise capability
- Lack of stakeholder alignment
- Insufficient collaborative skills
- Deficient corporate culture
- Lack of resources & support
- Low levels of Trust
- Poor governance





As companies increasingly turn to partnerships for growth, the ability to manage collaborations effectively has become a vital business skill.

ALLIANCE LIFE CYCLE



**My Firm has a clearly defined
approach & process to
successfully execute
Strategic Alliances?**

Successful Execution Process



1. **Organisation** – Why, Where, What, When, Who

2. How – **We work together**

3. How – **We operate & manage together**

Why - Creating Value



Accessing to new markets & new clients

Creating new client service offerings

Sharing expertise & resources

Cost & Service efficiencies

Improving Speed to market

Competitive repositioning & Branding

Innovation, Technology advancement

Risk Mitigation & Business Continuity

Where - Impact Areas

Products & Services

Client Sectors

Geographies

Industries

IP Creation

Supply Chain

Branding

Market Eminence

Research & Development



What - Relationship Types

Your Ecosystem



Accounting Firms

LEA Firms

Competitors

Service Providers

Consultants

Advisors

Law firms

Investors Partners

Shareholders

**Industry
influencers**

**IT Services &
Software**

Marketing

PR Brand

**Institutes
Associations**

When - Timing & Support

Compelling Events
Marketplace
Technology
Legislation
Regulations
Industry Restructure



Leadership & Sponsors
Commitment
Resources & Budgets
Time Required
Capabilities & Expertise
Systems & Processes

Who - Potentials

Partner Profiling

Potential Synergies

Strategic alignment

Client base & Industry focus

Expertise & Capabilities

Culture, Industry Reputation

Structure & Operations

Strengths, Weaknesses, Risks



How - Collaborative Execution

Joint Ideation & Planning

Value creation 3

Share Objectives

Vision, Values

Risk Management



Clients, Support, Communication

Services, Resources, Expertise

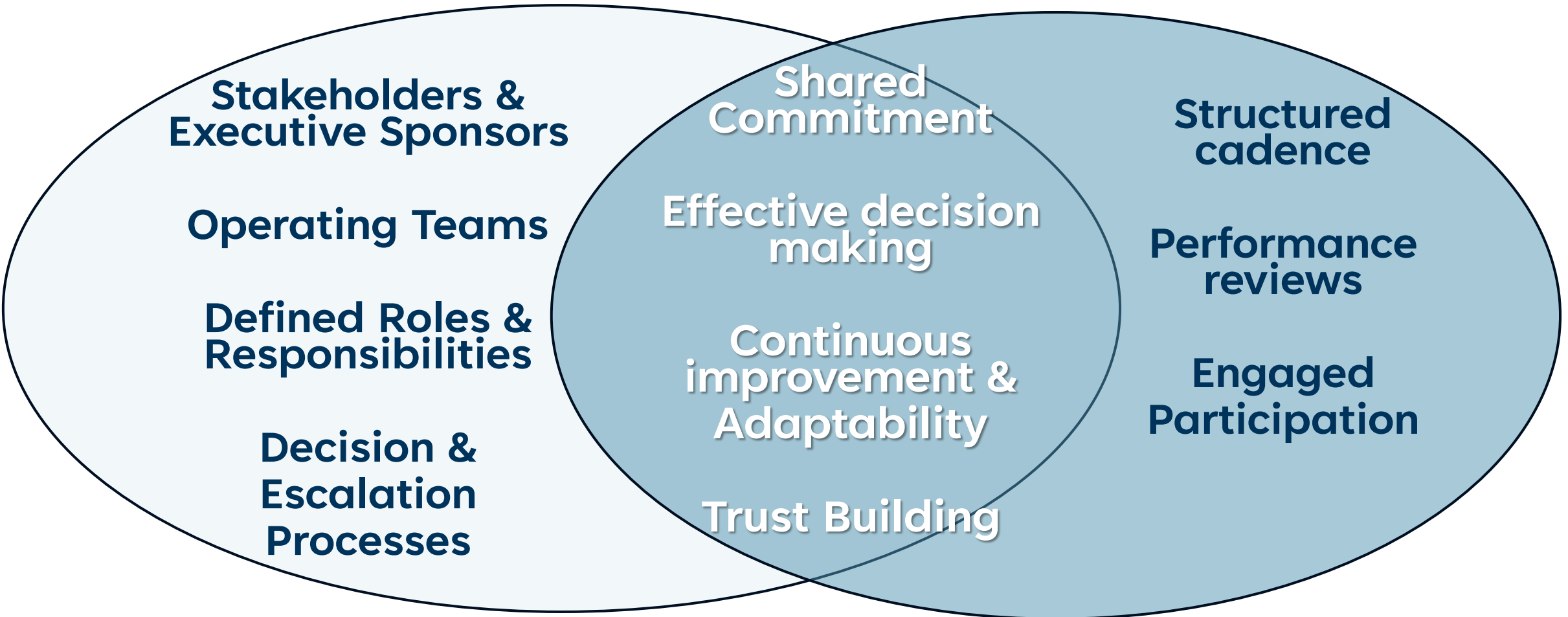
**Information, Knowledge, IP
management, Agreements**

**Decision making, Operating
principals, Issue management**

Exit strategy, Transition plans

How - Collaborative Execution

Governance & Execution Framework



Strategic Alliances - Key Takeaways



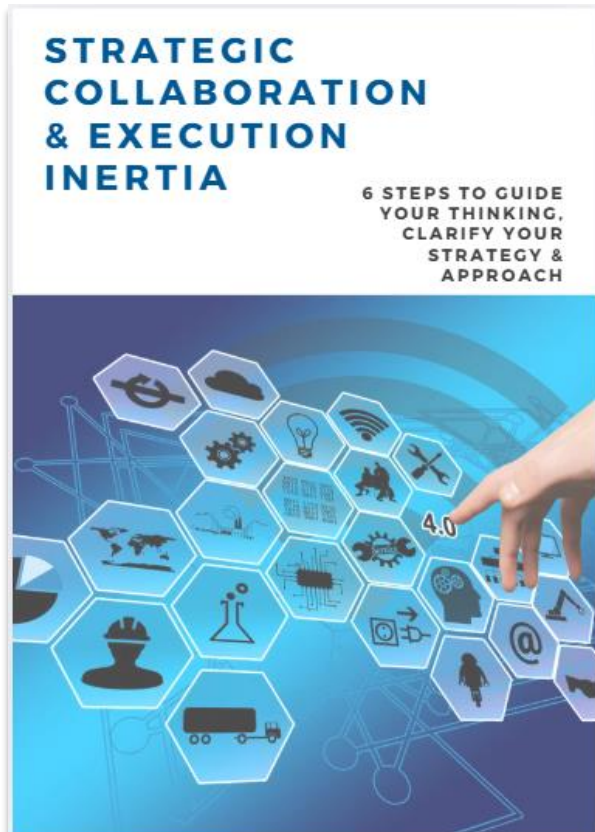
Strategy choice (Build, Buy, **Partner**) to **create value** and requires **active Collaboration** to execute successfully.

Review your organisation and context before moving forward

– define your Why, Where, What, When, Who

Plan with your Alliance Partner how you will **work together**, **operate and manage** the Alliance together.

Additional Resources



Whitepaper

Successful Execution Process

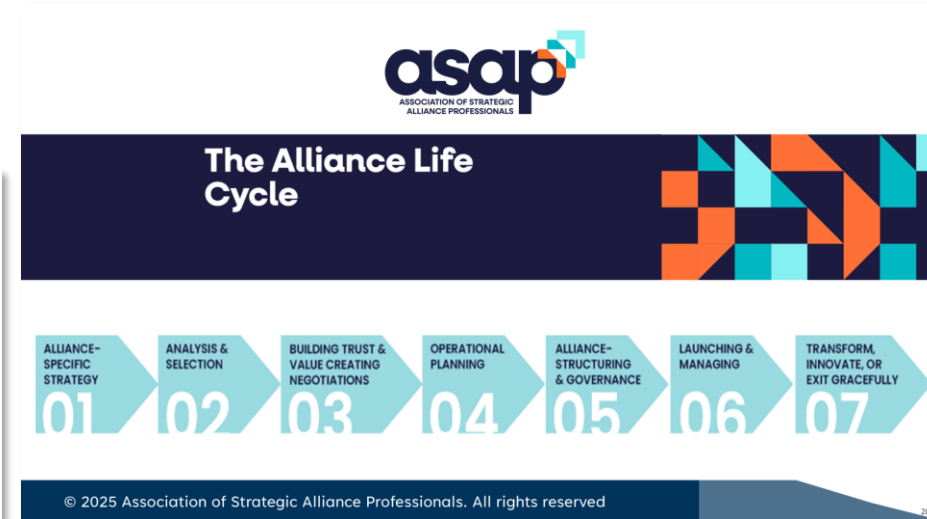


1. **Organisation** – Why, Where, What, When, Who
2. How – **We work together**
3. How – **We operate & manage together**

20 – 22 August 2025

27

Slide Pack



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Thank you



The Alliance Life Cycle



Strategic Alliance Spectrum

Strategic Relationship
(Asset Integration)

Tactical Transaction
(Assets Exchange)

Complexity (Exclusivity, Trust, Control, Shared Risk/Reward, etc)

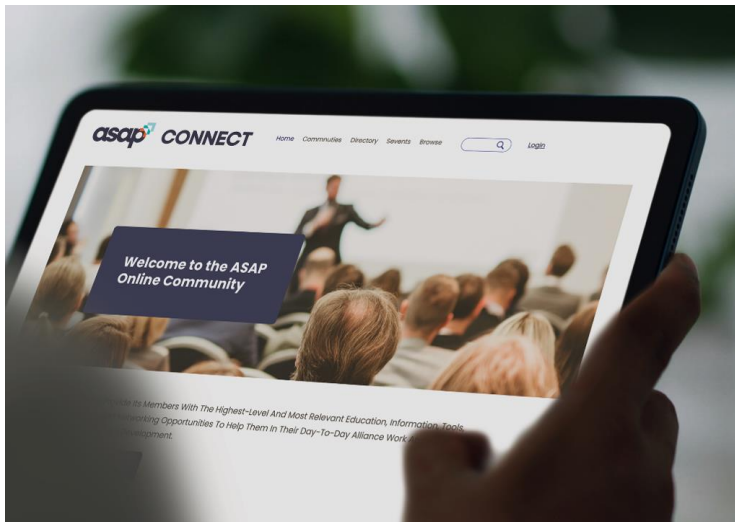




ASAP MEMBER BENEFITS

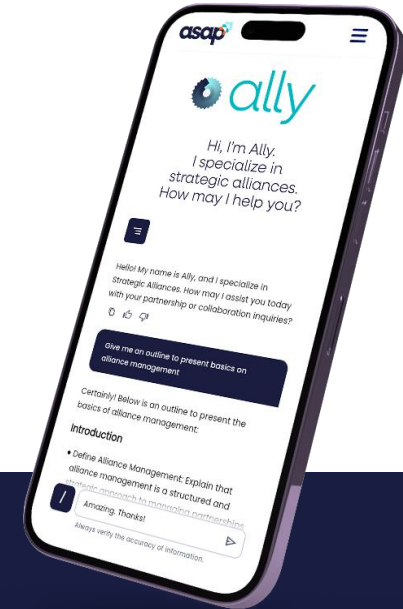
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CONNECT

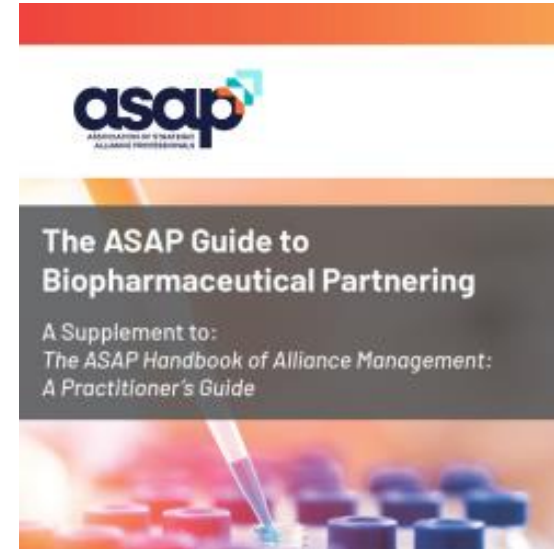
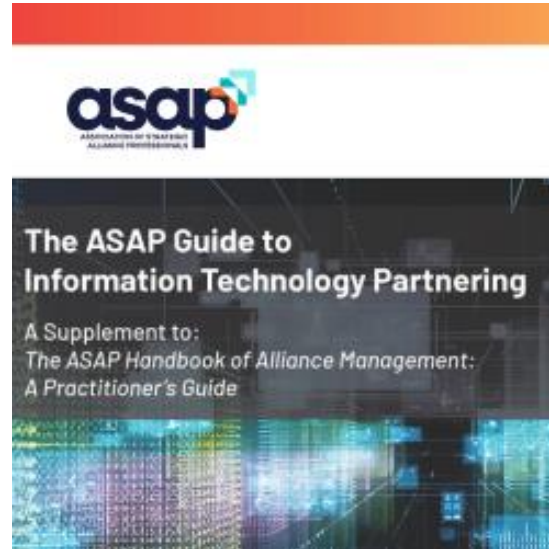
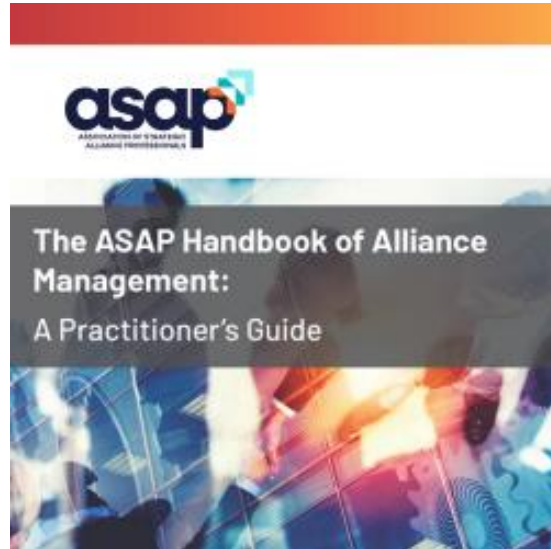


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**ONLINE
SERIES**

- Best Practices Series**
- AI Series**
- Ecosystem Series**
- Executive Leaders Series**
- Partner Series**



RESOURCES & FRAMEWORKS FOR EVERY STAGE OF THE ALLIANCE JOURNEY



ALLIANCE LIFE CYCLE



SKILL-BUILDING FOR TODAY'S COLLABORATIVE LEADERS



asap EDUCATION

Certification Exam Prep



NEW

Fundamentals First

Partnerships
That Work

NEW

Gen AI Prompting

Starter &
Advanced Level

CollaboRare®

Cooperate

- people helping each other

Collaborate

- people collaborate on a project; work together to produce something; work together in joint intellectual effort

Contribute

- to give, along with others, for a common purpose