

Partnering For A Competitive Advantage

In today's complex business environment creating successful partnerships is one of the most critical and valuable skill-sets a company can have in its strategic arsenal.

Why might a company partner with others? Many reasons come to mind. It might be to augment a technical competency, it might be to increase capacity to deliver products or services, it might be to gain access to a unique market, or perhaps it's as simple as the company sees their inability to perform all the critical tasks necessary to succeed in creating a compelling value proposition.

No matter what the reason, the recipe for creating successful partnerships is fundamentally the same. It starts by assessing your customer value proposition. Where do you want to excel internally (aka. core competencies) and then where do you need to leverage another firm's capabilities to deliver the desired solution set. Typically the question of whether an activity is core or non-core stems from insights derived from a strategic planning process. During that process a company envisions the future and in so doing it looks at how best to deliver the value proposition through that planning horizon.

In answering the question of how best to deliver, a company might use a core competency analysis to answer the question of how to deliver. Often times what occurs is that the firm finds there are many equally needy areas to invest in than the total dollars available to invest or they might find that there are some tasks that are just simply unable to be delivered within the confines, structure or processes established within the company. The question of partnering becomes a critical path exercise to prepare for this inevitable issue. Managing marginal or incremental cost on a variable basis can enable smaller companies to grow without the initial fixed cost infrastructure.

We will not get into all the aspects of how to create partnerships because simply we don't have room in this article to do so. However, creating successful partnerships does require some basic elements. These include implementing business controls, processes, and measures to understand the specific requirements of the partnership and how success will be achieved. The desire to have a successful partnership is rooted in the willingness to establish trust with open communication, in order to ensure accountability and results.

contributed by Warren White

ASIL Partners With Performance Resources And TrekLogic Advanced Solutions

ASIL, Inc is proud to announce the signing of Joint Marketing Agreements with Performance Resources, LLC, of Midway Utah and TrekLogic Advanced Solutions of Toronto, Ontario, Canada.

Performance Resources, LLC specializes in applying information tools that enable companies to increase profits and reduce overhead costs. Using industry proven assessment tools provided by Performance Resources, a business is positioned to be more effective in hiring, retaining, managing and developing their human resources.

Performance Resources provides a range of cost effective assessment tools that can be applied in both a general or very specific manner. Assessments range from those focused on the hiring of best-fit employees to more specialized assessments that are designed to gain valuable insight into your Sales, Customer Service, Management and Program Management Team's capabilities in delivering the required levels of performance. Some of the Performance Resources Assessments that could provide your business a competitive advantage include:

- **Profile XT:** designed to measure job fit.
- **Step One Survey II:** designed to augment hiring decisions by predicting behavioral considerations.
- **Profile Sales Indicator:** designed specifically for selecting applicants in a sales profession.
- **Customer Service Perspective:** designed specifically for selecting applicants in a customer service role.
- **Checkpoint 360 Manager Assessment:** designed to provide Management a 360 degree view of their performance using 18 different critical management skill sets.

- **SkillBuilder:** provides specific on the job training actions for gaps uncovered in the Checkpoint 360
- **Organizational Management Analysis:** designed to provide Executive Management viewpoints into their Management Team's effectiveness.
- **Performance Indicator:** designed to provide management insight into how best to manage and motivate key personnel.
- **Team Analysis:** designed to understand what actions will provide most benefit in designing and managing high performance teams.



TrekLogic provides a broad range of comprehensive and robust IT services across Microsoft, Solaris and Linux platforms. These include:

- **Managed System Administration and Support Services**
- **Application Sustaining Engineering Services**
- **Migration and Transition Services**
- **Application Development Services**
- **Quality Assurances Services**
- **e-Business Services**

TrekLogic's strong team of developers, engineers, program managers and staff enable them to address the many diversified needs of Customers. Their proven track record of success with Fortune 500 companies is a testament to the high quality results that their team consistently delivers. Their ability to build high performance interfaces into the ASIL MAX Partnering™ software is why we have partnered with TrekLogic.

With these two agreements, ASIL is now positioned to provide you, our customers, with a more complete and compelling range of products and services that improve insight and capability in the areas of business performance, cost reduction, revenue generation and program delivery. For more information on Performance Resources or TrekLogic's products and please visit their websites at www.prol.ws and www.treklogic.com.

contributed by Warren White and Alan Bicho

~~~~~

**What Do You Think?**

Each newsletter we like to ask a thought provoking question to get a feel of a trend within the industry. The following month we provide a summary of your responses. To participate this month, just e-mail your answer to this month's question to [info@asil-inc.com](mailto:info@asil-inc.com).

Question: How effective and satisfied are you with your overall Provider performance measurement system?

Answers: Very Satisfied   Satisfied   Needs to Improve

~~~~~

Coming Events

Business Relationship Management

Date: February 22, 2006 (1 hour)

Cost: Free, experience the difference online

Contact sales@asil-inc.com for more information

~~~~~

**Key Terms**

**Change Management:** Change Management is a systematic approach to dealing with change, both from the perspective of an organization and on the individual level. Change management is comprised of three different aspects: adapting to change, controlling change, and effecting change. Organizations typically deal with change management in the area of new processes, procedures and systems, reorganizations, mergers, strategic direction shifts and management changes. Organizations which effectively manage change maintain a competitive advantage over their competitors.

~~~~~  
½ Day Assessment FREE!*

Contact sales@asil-inc.com for more information

* with purchase of a Professional Services engagement

~~~~~  
End of the front page (give or take a little)  
~~~~~

The Spotlight

"Partnering makes the world go round" -

This month we focused on Partnering and Relationships. We announced two new relationships that were created with ASIL. Building networks of providers will create new opportunities and choices for customers. They can also increase the ability to solve for complex business problems.

Let's face it, we have all heard the sales pitch that "our company does that too", only to learn that they are unable to deliver. Today's trends support more than the old "single point of contact". It is about the ability to hold everyone accountable. Simply stated, customers and shareholders expect and demand more. More choices, more revenues, more favorable pricing, more more more for less less less.

How does this impact your world? On every front imaginable. How will you keep pace with your competition as the shift continues? Building networks of providers will help to buffer the cost, increase market access, provide more choices, accelerate global solutions and much more. Start building today to ensure your future tomorrow.

Peter Pazmany

Today's Industry Trends

A recent article published by Better Management highlights that a vast majority of organizations do not actively manage their strategy process in its entirety. Typically, enterprises strew bits and pieces of this vital enabler of success throughout the vast reaches of their organization. A few are acknowledging this deficiency and advocating the establishment of an entirely new function, the "Strategic Management Office". The SMO joins the strategy formation and execution functions into one central effort.

The SMO is the guardian of the many processes, cutting across boundaries and requiring the integration required to execute strategies successfully. What is thought to be different here is holding one function or office responsible for coordinating the efforts required to execute the entire organization's strategies.

To read the entire article, go to: <http://www.bettermanagement.com/library/library.aspx?l=13436>

Contributed by: Deborah LeBaker

Partnering For Excellence

~~~~~  
As you have read from our main article, ASIL continues to move forward in the partnering arena with our recent joint marketing agreements with Performance Resources, LLC and TrekLogic Advanced Solutions. In today's business environment, no one company can deliver all the services that Customers require. In order to meet more Customer

needs, companies partner with other excellent companies to provide added value in their relationships with their Customers.

ASIL continues to partner with the industry through our monthly Newsletters and Webinars. Our next free web experience will be held February 22, 2006 on Business Relationship Management. If you're interested in attending, just go to our home page [www.asil-inc.com](http://www.asil-inc.com) and register. Each Webinar is less than an hour long and remember it's free!

---

### Product Highlight

The MAX Partnering™ Corrective Action/Resolution (CAR) tool includes functionality that enables organizations to correct and improve business processes and controls. A CAR can be automatically generated by an out-of-limit Scorecard performance or can be created manually for Customer Complaints, Internal Audits, Continuous Improvements, and Escalations. The CAR tool is fully integrated with the Authorized Provider List in order to facilitate the use of stored information to assign providers and owners. CAR notifications and actions are automatically communicated throughout the resolution process with built in alerts and audit trails to track each step. Various history reports can be generated to evaluate CAR response times and closure rates as well as providing key information used to manage performance.

---

### The Editors View



Welcome to 2006! Every new calendar year brings with it a feeling of new hope and increased opportunity. Typically we all return to work renewed, with more energy and commitment. We've recharged our batteries by spending time with our loved ones. The dropping of the crystal ball in Times Square reminds us that we get to start over. Last year is over and now its time to go go go! I see this same revitalization occurring here at ASIL. Actions are closed quickly. "What's next?" is cried out to keep the momentum flowing. It's a rebirth that occurs which sets the tone for the upcoming months.

I hope that you and your team are taking advantage of the opportunity that is presenting itself. Now is the time to drive innovation, while outlooks are positive and people are open to change. Use this time wisely and you can set the wheels of success in motion for the rest of the year!

We hope that our "Product Highlight" section is of value to you. Each month we've been focusing on one of the change management performance tools. It's important to note that these tools are integrated, working together to enable you to manage change. The change management tools themselves can deliver a competitive advantage for a very low cost and with no IT development cost. Hard to believe, I know. If you have more questions about this, just e-mail your questions to [info@asil-inc.com](mailto:info@asil-inc.com).

As always, please feel free to e-mail me directly at [mvigil@asil-inc.com](mailto:mvigil@asil-inc.com) with any comments, questions or concerns with the Partner View. May you have fair winds and calm seas as you navigate toward future successes.

---

ASIL, Inc.  
2901 Tasman Dr., Suite 117  
Santa Clara, CA 95054

Phone (408) 980-9904  
Toll Free: (888) 878-2745  
E-mail: [sales@asil-inc.com](mailto:sales@asil-inc.com)  
Web: [www.asil-inc.com](http://www.asil-inc.com)  
"Business Performance Management"  
ASIL BUG

---

Welcome to the latest edition of The Partner View. This newsletter is designed to share current information and perspectives about Business Performance Management trends.

Peter Pazmany  
CEO / President ASIL, Inc.  
[www.asil-inc.com](http://www.asil-inc.com)  
1-888-878-ASIL