



Enhancing Alliance & Outsourcing Partnerships

Building trusting relationships - Aligning your organisation to partnership working - Minimising risk and conflict

Developing your capability and providing hands on support



Partnership success – can you buck the trend?

Some 60% of alliances fail to deliver their expected deal value. Many outsourcing partnerships fare even worse. Up to 80% of CRO deals fail to achieve the objectives set at the outset. But ways to operate successfully are readily available.



How do you know your alliances are problematic?

- They take much more effort to manage than the parties expect.
- Delays are consistently blamed on partners failing to deliver on their obligations
- Partnerships and Alliances are seen as a ‘necessary evil’ rather than a value creator and are managed accordingly.
- Delivering partnered projects expends far more resources than budgeted for.

How will we help you to improve?

- We’ll help you build a partnering culture where it’s “just what we do here”
- You’ll enhance pre-deal due diligence - potential areas of conflict will be highlighted early with a plan to address them
- You’ll develop partnering capability excellence, be recognised as a Partner of Choice and create competitive advantage through your partnering activities
- We’ll equip your alliance teams with the skills and tools to effectively launch, manage and exit partnership deals, as well as managing risk across a partnership
- We’ll help you to manage conflict rationally and professionally

Our credentials – in recent years we have:

- Equipped alliance teams and governance bodies within a global Pharma to embed best practice across their product portfolio
- Designed and delivered a partnering programme for a mid-sized EU Pharma, generating immediate changes in unhelpful behaviours
- Designed and implemented a comprehensive alliance toolkit in and EU Pharma

See more detailed [case studies](#) on our website

Get a diagnosis!

Where are the real alliance or outsourcing issues in your organisation? We can help you identify them and pinpoint exactly where development work will make the biggest impact.





What tells you your outsourcing could be improved?

- Long and ‘circular’ internal argument when selecting outsourced partners
- Outsourcing projects don’t deliver the value promised in the business case
- Simply transferring a problem to a partner – which is not solved and you simply end up wasting resources



How will we help you?

- We’ll help you assess current suitability of your processes for outsourcing – and build a best practice approach to partner selection
- You’ll better manage outsourcing risks
- We’ll help you build a robust process for ongoing management of outsourcing partnerships

Our credentials – in recent years we have:

- Helped two pharma companies develop rigorous CRO selection processes
- Led corporate level governance of performance of key business service providers
- Led delivery of a \$60m project to outsource a clinical delivery service
- Embedded a consistently used online health check tool for monitoring all of a major EU Pharma’s CROs

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Phetairos skills and expertise

Our Network members have in-depth expertise in alliance management, outsourcing management and are experienced facilitators and change managers.

Phetairos is ancient Greek and means ‘partner’. ‘Phetairos’ stands for partner to the pharma & life sciences industry. We are committed to delivery through collaboration. Phetairos is dedicated to consistent delivery of successful client outcomes through collaboration, flexibility, cultural alignment, transparency and knowledge sharing.



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Or Post a Project on our [website](#)



About Us

Who we are

We are a community of about 200 world-class BioPharmaceutical subject matter professionals, who put best practice to work for our clients, designing integrated innovative solutions - on both product and organizational levels - for the complexities of a constantly changing life sciences ecosystem & marketplace. The calibre of our we allocate to our clients' projects, people with 20 and 30 years of hands-on experience in their subject matter, combined to a project team covering multiple subject matters depending on our client's specific issues and situation complexity, is truly unique in the industry. Our unbiased approach enables our clients to realize their business goals by minimizing risk, raising product / portfolio value, saving cost and reducing time to patient.

What we do – our Services

With our unique fusion of expertise in the full range of disciplines across the product lifecycle, we help releasing the full potential of our client's products, organisations and people.



We provide strategic decision making, planning, and management as well as optimised resourcing to execute strategic programmes and projects. We operate as a lean structure without organisational overhead and pass on the benefits created directly to our clients with payment linked to successful outcomes achieved against time, quality and cost based deliverables.