

# Business Capability Map.

## ALLIANCES MANAGEMENT.



### STRATEGIC MANAGEMENT

#### Strategy Development

- Develop Vision/Mission
- Define Strategy
- Track Strategy
- Adapt Strategy
- Manage Strategy

#### Organization Development

- Coordinate Process Strategy
- Plan Long Term
- Develop Organization Goals
- Strategize Business Unit

#### Mergers & Acquisitions

- Manage M&A Strategy
- Manage M&A
- Track Acquisitions
- Manage M&A Integration

#### Manage Core Business

- Evaluate Existing Products
- Manage Bus. Performance & Ops
- Coordinate Projects
- Manage Projects

### Innovation & Technology Management

- Scout Trends
- Manage External Innovation
- Manage Internal Innovation
- Manage Innovation Process
- Track Innovation

### Externals Management

- Evaluate & Select
- Maintain Contracts
- Monitor Performance
- Manage Payments
- Terminate Contracts

### Strategic Business Initiatives

- Develop Strategic Initiatives
- Evaluate Strategic Initiatives
- Select Strategy
- Establish High-Level Measures

### Business Concept

- External Assessment
- Market Surveys
- Internal Analysis
- Concept Establishment
- Restructure Organization



### CUSTOMER RELATIONSHIPS

#### Customer Management

- Identify Customer
- Manage Customer Profile
- Manage Customer Hierarchy
- Manage Community
- Manage Customer
- Manage Org. Context

#### Contact Management

- Outbound Contact
- Inbound Contact
- Classify Demand
- Route Contact
- Contact Interaction
- Manage Interaction

#### Customer Scoring

- Define Customer Risks
- Manage Customer Risks
- Check Credit Worthiness

#### Order Management

- Validate Order
- Track Order
- Bundle Order
- Steer Order
- Cancel Order

#### Contract Management

- Manage Contract
- Negotiate Contract
- Manage Frame-Contract
- Manage Product Usage

#### Complaint Management

- Classify Incident
- Develop Solution
- Solve Incident
- Track Incident Status
- Route Incident
- Document Incident

#### SLA Management

- Track & Report SLA Breaches
- Manage SLA Violations

#### ABOUT MOY Strategic Alliances COM.DE Alliances Management.

MOYCOM.DE Strategic Alliances offers Alliances Management Services, business development, strategy and action planning, customer relationship and partner network management for lead generation and pre-sales for small, medium businesses (SMB) and large enterprises, across all industries, in DACH and EMEA..

**THE TOOLS**  
Customer relationship and communications management (multi-channel marketing and cross-media advertising), community management (top-expert-networking), opinion leadership and influencer marketing, on all social media channels (Twitter, Facebook, LinkedIn, XING).

**THE RESULT**  
Reaping added value for companies, Solution Provider (SP), Value Added Reseller (VAR) and Independent Software Vendor (ISV) within a short period of time - fast sales success with clear visible market positioning.

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