

# Forging and Optimizing Strategic Alliances

## Growing Your Business When Capital Markets Shut Down

The global economic crisis has shut the spigot on major capital investments. As a result, promising companies must find alternate paths to fuel growth. For many companies, forging strategic alliances and partnerships offers a course to viability and progress.

When negotiating agreements, companies often face significant challenges in time, resources and, if the other organization is larger, scale. IntraLinks® On-Demand Workspaces™ allow companies to streamline critical information exchange, gain business intelligence and proactively manage negotiations. As a result, businesses reduce risk and increase growth opportunities by shortening the due diligence process and optimizing ongoing partner document exchanges.

### Characteristics of Companies that will benefit

- Seeking faster growth opportunities**
- Have an opportunity but need investor-partner**
- Looking to optimize or create partnership**

### Roles and Departments that will benefit

#### CEO/President

Grow company despite economic challenges

#### Corporate Development

Attract partners  
Reduce negotiation times

#### Legal

Reduce regulatory and compliance risks  
Optimize ongoing partner communications

### Leverage Limited Resources

When developing partnerships, companies need to share a wide array of documents with many parties in multiple locations. An IntraLinks workspace can cut the typically time-consuming process in half. Reducing the time required to close negotiations minimizes risks. You'll also have a full audit trail to help with compliance and regulatory issues.

- Quickly organize and disseminate information securely
- Control sensitive documents and maintain confidentiality
- Thoroughly prepare for critical partner discussions
- Overcome the risks and inefficiencies of email and FTP

### Create Intelligence

IntraLinks provides a window into a partner's level of interest and areas of concern. With visibility into how often a partner views a particular document, you understand what information attracts or concerns them before it surfaces during meetings. Armed with this intelligence, corporate development professionals can proactively address issues immediately when they are raised and supply documentation to substantiate claims. As a result, companies present themselves in the best light possible and build confidence in their ability to deliver results during the partnership.

- Enhance collaboration
- Demonstrate operational excellence
- Track and analyze user interest
- Anticipate potential areas of concern

“We were able to reduce the length of our negotiations by half using IntraLinks.”

— Gerry Haines  
Executive Vice President and Chief Legal Officer  
Verenium

[www.intralinks.com](http://www.intralinks.com)

1 866 INTRALINKS

New York + 1 212 342 7684

London + 44 (0) 20 7060 0660

Hong Kong + 852 3101 7022

