

# Forging a Winning Search Alliance

## Program and Project Management

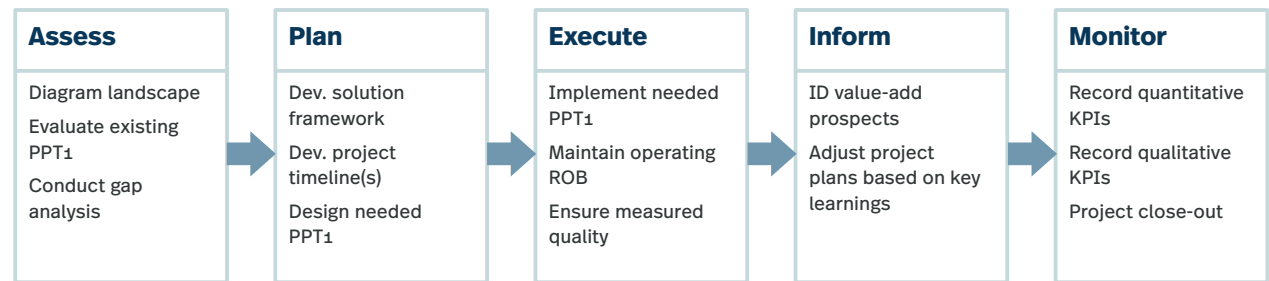
## Strategic Planning

### 01 Background & Opportunity

A large Redmond-based technology company entered into a strategic advertising partnership with a leading competitor of Google. Bluehawk was consulted from the onset of the partnership to help manage the Sales, Services, & Marketing aspects associated with landing the deal across 56 markets worldwide.

### 02 Approach

Bluehawk utilized a five (5) step process to complete the engagement with measurable success.



### 03 Challenges

**Project obstacle were solved quickly.**

- Working to drive consensus across two companies with unique cultures and corporate missions
- Ensuring that all aspects of the engagement were repeatable and / or sustainable on a WW scale
- Having the flexibility to adjust course mid-stream in order to meet evolving business requirements
- Managing the complexity inherent to 40+ tracks

### 04 Client Impact

**Bluehawk exceeded all expectations.**

- Delivered artifacts that informed strategic planning (e.g. market profile matrix, G compete analysis)
- Landed all Sales, Services, and Marketing transition components WW on-time and with quality
- Helped earn promotions for several client team members based on the quality of deliverables produced by Bluehawk reports