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By being selected as a 2024 ASAP Alliance Excellence Awards Finalist XXX company as demonstrated high standards in XXXX category. Being a finalist in this category….

Individual Alliance Excellence | Long-Established: This Award recognizes a long-standing alliance that has been able to reinvent itself, overcome crises and adjust to changing market circumstances.

Individual Alliance Excellence | Emerging: Finalists in this category are recognized for a new and promising alliances that make exemplary use of alliance best practices.

Alliance Program Excellence: This Award recognizes organizations that have developed a world-class collaborative capability and mindset within the organization.

Innovative Best Alliance Practice: Finalists in this category represent organizations that have invented and successfully applied a new alliance management tool, process or function that pushes the boundaries of alliance knowledge.

Best Ecosystem Solution: The Best Ecosystem Solution Award recognizes multi-partner alliances that focus on delivering a joint value proposition to a (group of) customers and does so while applying top notch alliance best practices.

Alliance for Corporate Social Responsibility: This Award recognizes an alliance that helps solve big societal problems while applying state-of-the-art alliance management.