



# Maximizing the Value of Ecosystems

The market dynamics driving challenges and opportunities

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# Executives Recognize the Value of Their Ecosystems

There's a growing acceptance that strong ecosystems are required to address customer needs and exploit opportunities

Recent IDC research highlights key related benefits:



*“Ability to bring greater innovation and value related to the digital transformation into reality.”*



*“Can introduce improved customer experience and support options.”*



*“Provides new opportunities to expand quickly into markets and take a greater dynamic market posture.”*



**Customer Requirements Outpacing Internal Capabilities.**



**Resulting in a Growing Number of Companies Seeking Partnerships.**



**Requiring Improved Ecosystem Management to Address Complexity Concerns.**



**And the Creation of New Business Practices and Requirement for Next Generation Management Tools.**

# CxOs Are Driving Innovation Through Ecosystems

Technology is driving significant change to the way companies and customers interact. As customer expectations grow, companies must respond with ever more competitive offerings. Traditional business and go-to-market models are being re-examined where corporations are leveraging partners to satisfy customer demands allowing faster time-to-market and lower costs. As a result, companies require greater partner innovation and collaboration but face new challenges to effectively manage these cross-company business processes.

**By 2021, 50% of G2000 will form alliances with technology partners.**

**30%** of purchasing will be driven primarily through strategic industry and innovation ecosystems.



**BY 2021 MORE THAN HALF OF THE GLOBAL 2000**

will see an average of one third of their digital services interactions come through their open API ecosystems, up from virtually 0% in 2017.

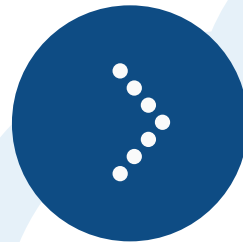
**Ecosystems are becoming an even stronger part of end users' technology and services sourcing process.**

# New Types of Alliances Are Emerging to Drive Opportunities and Satisfy Business Requirements

“Providers need to be able to “plug and play” and bring the right partners’ capabilities and talent to the different ecosystems they join, but clients increasingly demand an accelerated pace of innovation. This will be extremely difficult to deliver without using ecosystem partners.”  
 IDC, A Framework for Service Company Success in a Post-Digital Era

## Traditional Alliance

- Reconciliation nightmares
- Spreadsheets, Manual Updates
- Different systems for each partner
- Wrong data sent to wrong partners
- QBR scrambles to get the data
- PRM, Partner Portals
- Login to “My System”
- Partner tiers and types
- Many Point-to-Point Integrations
- Role Based Access Control



## Ecosystem Cloud

- Circle of trust with your partners
- Join a network of partners
- 3-way or 4-way partner collaboration
- Find new partners on the network
- Build-with, market-with, sell-with
- Live pipeline and revenue reporting
- Joint solutions build, publish, enable
- Login once, connect with all partners
- Shared sales plans and opportunities
- Cross company workflows
- Attribute-Based Access Controls

**Reimagining  
agility and  
partner  
experience.**

# Greater Opportunities Provide New Challenges

**53%** of enterprise companies manage 20 or more alliances.

Yet

**73%** say ongoing management of alliances and ecosystems continues to be a challenge.

## Top Reasons Identified



Greater demand for status reporting and related analytics



On-going alliance and ecosystem program management



Justifying a return on investment or measurement of various relationships



Roll out of initiatives/ programs: sales and marketing related activities



Creation and implementation of best practices and methodologies



Reduced time frame for initiative and program roll outs

# Addressing Ecosystem Success Barriers

Despite the formidable barriers highlighted below, there are ways to optimize your ecosystem business value. While these barriers are significant, you can take immediate action to minimize the impact to your organization by addressing three focus areas; management, engagement, and enhancing your analysis & intelligence.

## What's Needed

- Joint governance and cross-company workflows
- Shared system of record
- Proactive engagement and co-selling
- Joint opportunity management
- Joint solution package & launch
- Flexible funds management
- Real time performance data
- Trend insights

## Success Barriers

**Siloed processes**

**Reconciliation nightmares**

**Broken engagement**

**Lack of co-innovation**

**Lack of visibility**



# What's Needed? Improved Tools and Approach to Manage Alliances

## Management



## Engagement



## Analysis & Intelligence



Since successful ecosystems require unique and complex relationships, executives are searching for a new generation of support tools and related best practices that will allow them to build-with, market-with, and sell-with their software, hardware, OEM, system integrator, service, cloud, and channel partners. **To maximize the value of their ecosystem, executives must be able to evaluate their relationships, influence sales and marketing activities, and easily measure results.**

# Evaluation of the WorkSpan Approach

## Ecosystem Cloud Approach



- Connect with all partners in one place
- Configurable workflows across companies
- Shared system for multi-way partnering

## Building Trust with Strategic Partners



- Joint initiative governance process
- Improves collaboration and lead generation
- Reduces approval cycle resulting in timely decisions and actions

## Growing Revenue to Win Together



- Bring innovative joint solutions to market quickly
- Program performance and trends insights
- Greater agility to address market shifts and opportunities



*“WorkSpan has become the go-to platform for all of our alliance teams. I feel like we can ‘out-partner’ our competitors now,”*

**Bret Dayley, IHV Alliance Marketing Lead, SUSE**



*“We drastically reduced time spent on mundane coordination tasks, and instead doubled our field effectiveness and tripled our impact.”*

**Steve Asche, VP, Digital & Partner Marketing, Digital Enterprise Platform Group, SAP**

**Conclusion:**  
WorkSpan’s approach offers users the ability to create a competitive market advantage.



# IDC Guidance for Ecosystem Leaders

## Step 1: Evaluate your requirements and related gaps

Get your key internal ecosystem stakeholders together, evaluate your current ecosystem performance, processes, and systems, and determine your immediate business requirements. Discuss with your WorkSpan representative the best avenue to maximize your ecosystem-related sales and marketing efforts.

## Step 2: Join and engage

Join the WorkSpan Ecosystem Cloud network to accelerate time to market, increase your revenue and capture market expansion opportunities.

## Step 3: Analyze and measure

Determine, create, implement, and begin to utilize available tools to evaluate your success, take corrective actions, and make better decisions.