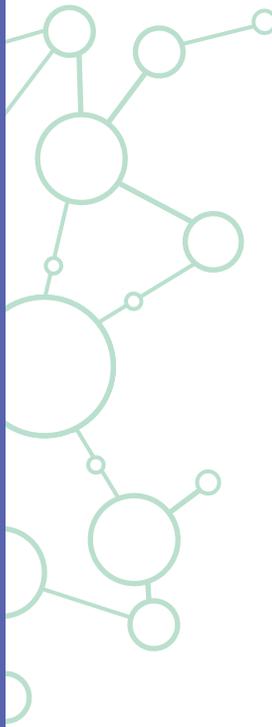


WORKSPAN:

## THE WORLD'S ONLY ECOSYSTEM CLOUD PLATFORM

In today's hyper-competitive marketplace, your strategic alliances and partner ecosystems can be one of your company's strongest weapons. According to a 2018 Accenture survey, 76 percent of CEOs believe ecosystems will fundamentally change business models within five years, and 84 percent consider ecosystems critical to disruption strategies.

WorkSpan's Ecosystem Cloud eliminates siloes in traditional alliance methods, creating streamlined operations among partners so all can harness the full ROI potential of your ecosystem.



## NO COMPANY IS AN ISLAND

Alliance teams regularly drive up to one-third of revenue and company valuation. Yet despite facilitating major deals, alliances may be underfunded compared to sales, marketing, and business teams if they don't have records to prove their value. Managing ecosystem partners with spreadsheets can't match the way CRMs have professionalized sales, marketing automation software drives MQLs and ERPs have locked down business functions.

Solutions like partner portals were made for VAR/sell-through partner motions and were never intended to support build-with, market-with, or sell-with motions that are fundamental to engaging with your ecosystem partners. This means your teams are left creating their own processes with spreadsheets which kneecaps your effectiveness. WorkSpan ends this counterproductive isolation.

### Innovative joint solutions

Partners can maximize value by leveraging their core competencies to co-create joint solutions. With WorkSpan, partners can easily propose, package, and launch joint solutions to the market. Instead of disjointed processes backed by no common system of record, WorkSpan's robust Ecosystem Cloud enables joint innovation. Business processes handled alongside Build-With partners are well-designed, broadly understood, and highly scalable.

### Inspired joint marketing

Piecing together metrics can pose a considerable challenge for ecosystem partners, especially in marketing. Lack of coordination leads to issues like metrics optimized for a particular region rather than for the success of the overall campaign.

WorkSpan opens up the marketing process so partners can develop campaigns together and track one another's progress up and down the funnel as needed. This allows orchestrated and streamlined joint marketing initiatives to galvanize marketing's bottom-line value in all channels. Your joint campaigns become dependable, producing results everyone can access and understand.

### Joint account planning and sales

Having a shared view of joint opportunities fuels higher win rates. Clearer insight into revenue sources enables alliances to answer critical attribution questions for alliance-sourced and -influenced revenue—which is exactly what WorkSpan Ecosystem Cloud provides.

With WorkSpan, each ecosystem party can invite one or more partners to help close deals, leveraging everyone's influence and expertise. All parties can receive automatic updates at the program owner's discretion and gather real-time metrics through every pipeline stage to close more business together.

Three primary motions  
with ecosystem partners

**BUILD WITH**

Shift 1 | “Build with” meets customer business needs faster.



**MARKET WITH**

Shift 2 | “Market with” drives exponential growth.



**SELL WITH**

Shift 3 | “Sell with” increases win-rates against incumbents.



The WorkSpan platform facilitates and measures business process orchestration across company boundaries, along with engagement at scale and crystal-clear insight on value delivered. Don't settle for half-measures when adopting the ecosystem model for your partnerships—choose WorkSpan Ecosystem Cloud to blow past perceived limitations and into new territory.

To learn more, download our **Definitive Best Practices Guide** for alliance and ecosystem professionals.

**Hyper-Performing Funds**

Many companies underuse MDF funds by up to 40 percent. As a result, branding and marketing opportunities are underleveraged, and you miss opportunities to win more business.

Using WorkSpan, the entire funds' lifecycle can be orchestrated seamlessly and in bidirectional fashion. A streamlined process ensures that partners are aware of and will take advantage of available funds without the burden of long reimbursement processes. WorkSpan not only shortens the lifecycle, but also amplifies the efficiency and return on MDF investment.

**Collective success**

Ecosystems can be your company's biggest asset in this new partnering environment. Managing your strategic alliances with the WorkSpan Ecosystem Cloud enables you to drive greater value from your strategic partnerships:

- Cross-company planning, workflow, and pipeline processes are enabled in the Ecosystem Cloud for easy access by all participating partners.
- Joint initiatives can meet and exceed development, time-to-market, and revenue goals, while best practices are standardized to accelerate project efficiency.
- Real-time alliance reporting ensures joint goals are met and alliance contribution to success can be clearly demonstrated.



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WorkSpan is the Category Leader for Ecosystem Cloud. With Ecosystem Cloud, our customers are capturing a disproportionate share of the Ecosystem Economy — and you can too. Join the WorkSpan network where alliance, channel, and ecosystem leaders connect, co-create, co-market, co-sell, measure, and scale with their ecosystem partners in a single, secure, network to grow business together. **Join our community today!**