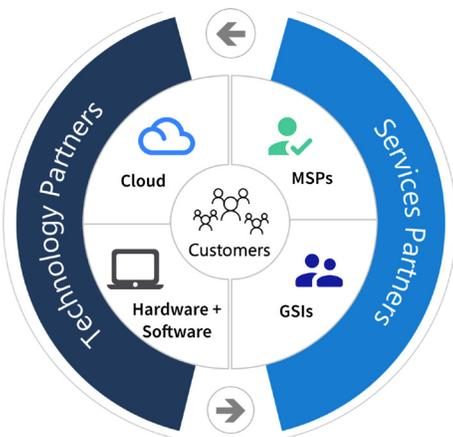


# Co-Solution Management Platform

Manage your co-building processes and sell joint solutions at ecosystem scale with WorkSpan

"With WorkSpan, we can reduce the time to bring a new co-solution project to market by 3-5 months."

**-Harmeet Chauhan, SVP Engineering Services; Executive Committee Member, Wipro**



The opportunity to co-build solutions with your partners is critical to growing revenue in today's hyper-competitive environments.

Co-built offerings are joint solutions created by your company and one or more of your partners to meet customer needs. Often, co-built solutions are collaborations involving software partners, hardware partners, cloud partners, SI partners, and MSPs. Increasingly, co-built offerings are multi-party, where three or more partners contribute to assemble a complete solution.

The opportunity to co-build solutions with your partners is massive, with market estimates exceeding \$300B. Co-building with partners enables you to address high-value market segments, get your solution to market faster, and grow revenue by meeting end-to-end customer needs.

## Managing Co-Solutions is Hard

However, getting a single joint solution to market with partners is complex. Each solution may involve more than two partners, each partner with many stakeholders all working together to review ideas, architect, develop, package, certify, and launch.

Plus, it's not just one joint solution you're managing — you have a portfolio of potentially hundreds of joint solutions with dozens or hundreds of partners, each with a lifecycle of their own.

With no standard way to manage co-solution motions as a whole, each joint solution is approached as a stand-alone, ad hoc project to manage. As you likely understand far too well, disjointed and inconsistent processes result in slow times to market, high costs, and significant lost revenue opportunities.

And, scaling to co-build with more ecosystem partners requires incremental headcount to manage the complexity, thus propagating the low-margin negative reinforcing loop. With the challenges of remote work amplifying these issues, the need to drive incremental revenue is even more critical and partner leaders must drive efficient, scalable co-built solutions right now.

## WorkSpan: The Co-Solution Management Standard

WorkSpan is the #1 co-solution management platform. WorkSpan connects you and your partners on a single cloud platform to execute co-solution motions together at scale.

WorkSpan empowers ecosystem businesses to innovate, build, orchestrate, and monetize joint solutions to increase revenue and decrease costs.

### Scale

co-solution process

### 6x

faster time to market

### Reduce costs

while increasing revenue through digitization



## Solution Brief

### Run Co-Solution as a Business Process across Your Partner Ecosystem

Rather than scrambling to put together ad-hoc projects to build out one solution, WorkSpan allows you to develop a standardized business process with steps that work for every joint solution. With WorkSpan, your co-solution business process is well-defined, repeatable, and allows you to focus time on creating value in your joint solutions and less time on project managing co-solution projects.

Each joint solution is easily tracked through each stage of your process, so you can make sure everything is on track and have the visibility you need to recognize challenges and quickly make any necessary adjustments.

### Manage Your Co-Solution Partners and Data

WorkSpan brings all your joint solution information together in a single, collaborative place for you and your partners to manage the co-solution process from end-to-end. You can invite multiple partners to each solution, and manage all solutions together as a portfolio against a shared business process with your partners.

*"It was very effective for us to look at how we solution and built our workflows in WorkSpan. I call it "process normalization" and we've really enjoyed working with your team on the workflow design."*

**-Keith Prince, Managing Director - Global Market Development, Dell Technologies**



WorkSpan easily integrates with your and your partners' business systems, so tracking and reporting on each solution is always accurate and reliable, and your partners and stakeholders are always accountable.

Real-time visualizations of KPIs and metrics help you measure and manage your co-solution activities across your partner ecosystem: by industry, by region, or by partner. Keep your co-solution motions on track.

### Streamline Your Co-Solution Portfolio

Manage your complete solution portfolio in one digital space with WorkSpan. Maintain released solutions, review, and prioritize new solution pipeline, track architecture, development,

certification, marketing, sales, legal, and support enablement. Keep visibility, communication, and trust in the forefront and move your co-solution activities moving forward across all your ecosystem partners.

For example, when co-solutioning with partners, SAP was managing its entire co-innovation program on disparate tools, including spreadsheets, email, and an array of point solutions. With WorkSpan, SAP runs its co-solution motions as a repeatable business process with over 15 partners spread across 4 regions, reducing manual efforts and cutting costs.

Increase your revenue and transform your joint solution motions into a repeatable and scalable business process with co-solution collaboration on WorkSpan.

## WorkSpan Digitizes Co-Solution Programs for the World's Leading Technology Companies



### ABOUT WORKSPAN

WorkSpan is the #1 ecosystem business management platform. We give CROs a digital platform to turbocharge indirect revenue with their partner teams at higher win rates and lower costs. We connect your partners on a live network with cross-company business applications to build, market, and sell together. We power the top 10 business ecosystems in the technology and communications industry today, managing over \$50 billion in joint pipeline.