

THE ART OF

BUSINESS COLLABORATION



Collaboration is critical for business growth, but many companies are failing to form strategic partnerships. They're missing out on a host of benefits, from generating more ideas to gaining new customers. Here's why your company needs to raise its collaboration game.

COLLABORATION HAS BIG BENEFITS...

Year-on-year performance change:



COLLABORATORS

VS



NON-COLLABORATORS

customer retention

+16% ————— +7%

employee satisfaction

+13% ————— -2%

operational efficiency

+9% ————— +4%

"Alliances are becoming vital to delivering access to new geographies, markets and customer types."

Grow From The Right Intro report by the BPI Network and CMO Council

Business that collaborate do so to achieve a number of goals

1



68%

Acquire new customers.

2



66%

Increase revenue.

3



32%

Expand geographic reach.

4



27%

Extend product lines.

"Smart companies see partnerships as a way to acquire customers, drive revenue and enter new markets."

Grow From The Right Intro report by the BPI Network and CMO Council

...but some businesses are missing out

<10

67% have fewer than 10 strategic partnerships per year.

63% have no formal strategy for partner acquisition.

39% say their company doesn't collaborate enough.

MANY ARE FAILING TO COLLABORATE EFFECTIVELY

American businesses are struggling to find and connect with the right partners. And when they do forge partnerships, many fail to see success:

67% Fail to introduce formal partnering strategies.

45% Can't maintain a long-term relationship.

42% Of partnerships are badly leveraged.

BUT SOME ORGANIZATIONS ARE STARTING TO GET ON BOARD



85%

View partnerships as essential.



75%

Plan to use collaboration tools.



33%

Have a formal partnering strategy.



20%

Of assets are committed to developing alliances.

"By collaborating with customers and partners, businesses can gain a holistic view of the supply chain that will drive value across the organization."

IBM

4 WAYS TO INTEGRATE BUSINESS COLLABORATION



Select the right partners

Don't just look for the easy connection, discover the right synergies for your business.



Leverage big data

Share data with suppliers and partners to identify new opportunities for growth.



Identify win/win opportunities

Every partnership should be mutually beneficial for both parties.



Lead from the top

Set clear goals and objectives.

Find out more about collaborating with the right partners.

Download our free ebook by clicking here or going to

<http://plnx.in/1RaV1oJ>.



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