

— LEARN FROM THE BEST —

5 COLLABORATION CASE STUDIES OF SUCCESS

The power of a perfect partnership can transform companies, disrupt industries and reinvigorate brands. These five case studies of true collaboration success demonstrate the importance of strategic partnerships, and the widespread benefits they could bring.

Read on to discover how these partnerships thrived.

RENAULT

&

NISSAN

These two car manufacturers have stakes in each others' companies and work together on product development and corporate strategy.



Renault buys 33% of Nissan
= 50% market share
outside of Europe.

Nissan buys 15% of Renault
= 6th most popular US carmaker.

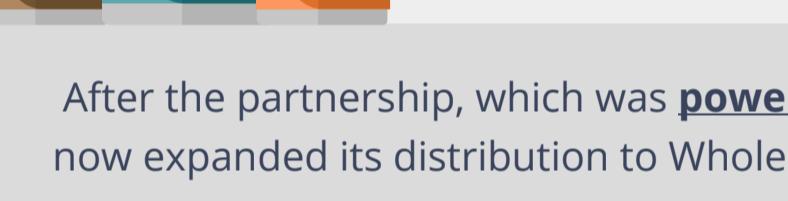
Renault and Nissan now make up
10% of new car sales worldwide.

GE

&

SAFRAN

GE's aviation division and French multinational Safran entered a 50/50 partnership and formed CFM International.



MORE THAN
36,000 ENGINES SOLD.

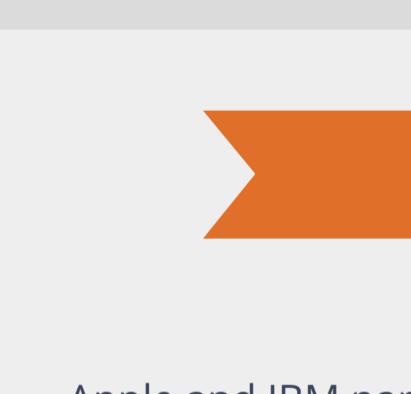
Started working together
in 1968, partnered in 1974.

GE's F101 Engine
+
Safran's fan technology
=
CFM-series engines loved by
Boeing and Airbus.

OMILK

&

SALBRO BOTTLE



OMilk wanted to expand the reach of its short shelf-life product and partnered with Salbro Bottle to gain access to its high-pressure bottle service.

Before the partnership, OMilk was seeing success with home delivery and stocking in some Whole Foods in New York City.

After the partnership, which was **powered by Powerlinx's big data**, OMilk has now expanded its distribution to Whole Foods throughout the northeast region.

NEWS PUBLISHERS

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FACEBOOK



Facebook recently allowed news publishers, such as:

BuzzFeed

NBC

The New York Times

to let them directly publish onto the social media platform.

BENEFITS

- ✓ Facebook keeps users on site.
- ✓ Publishers reach more readers, and keep advertising income.

NEWS PUBLISHERS

&

FACEBOOK

IBM

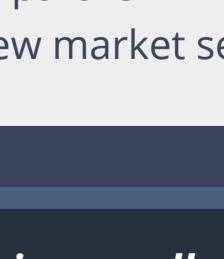
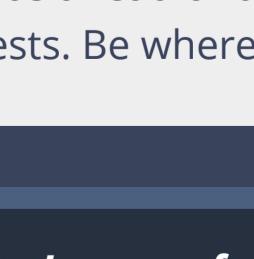
&

APPLE

Apple and IBM partner to make inroads into the enterprise IT market.



IBM's MobileFirst for iOS combines Apple's user interface with IBM's analytics features.



Address the customers' needs ahead of business interests. Be where they are.

Leverage the brand and expertise of your partner when entering a new market segment.

Our ebook, *Lessons from the top: Why business collaboration is vital to your business*, takes a deeper look at how partnerships can drive business growth. [Download it here](#) to find out more.

POWERLINX