



**MAKE MUSIC, NOT NOISE:
ACHIEVE CONNECTED GROWTH WITH
ECOSYSTEM ORCHESTRATION**

In the arena of Business-To-Business sales, improved customer experience is the gateway to growth. Responsibility for delivering those experiences increasingly falls to sales channel partners, who are closest to the end customer.

B2B companies have spent billions on programs aimed at helping their channel partners boost sales. But they've done so with little consideration given to what their sales channel partners actually find of value.

As a result, B2B companies are wasting money. They are also losing control over their customer experience. And ultimately over their sales.

A new approach is needed. That's why today's leading B2B companies are shifting to "ecosystem orchestration" to bring their network of partners into harmony.

Ecosystem orchestration takes channel management to the next level. It enables trusted relationships with select partners and facilitates the sharing of information, resources, processes and services to achieve connected growth.

In one case study, a leading technology manufacturer applied ecosystem orchestration to optimize:

- Customer retention
- Contract renewals
- And cross/up-sell opportunities
- All while reducing unproductive administrative tasks

The outcome? Sales were boosted by 4.9%.

Learn how Accenture is tuning up B2B sales with ecosystem orchestration with our full report:

MAKE MUSIC, NOT NOISE: ACHIEVE CONNECTED GROWTH WITH ECOSYSTEM ORCHESTRATION

Copyright©2017 Accenture
All rights reserved.

Accenture, its logo, and High
Performance Delivered are
trademarks of Accenture.