



THREE THINGS ECOSYSTEM MASTERS GET RIGHT

DISCOVER WHAT IT TAKES TO LEAD DISRUPTION

Ecosystems. They empower partners to collaborate on seamless end-to-end customer experiences – and have the potential to unlock unprecedented value.

60% of executives say ecosystems are the way to address disruption, but few have fully capitalized.

While a third of executives target 5% revenue growth or more with their ecosystem plays, only **one in eight** achieve it.

What are ecosystem masters getting right? Three things:

1. Masters see data collaboration as a win rather than a weakness

They marry and expand their data set with partners to enhance analytics and achieve better insights.

2. Masters pool talent to tap into a deeper, broader range of resources

They pull from the best of the partner ecosystem, tapping diverse talent pools in and outside the enterprise.

3. Masters build a launch pad for value

They understand that successful platforms enable ecosystem partnerships to thrive – but can't be created alone. It takes robust co-development through the collective power of their data, talent and expertise.

Learn how to seize the ecosystem opportunity with the full report:

[Three things ecosystem masters get right](#)

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