

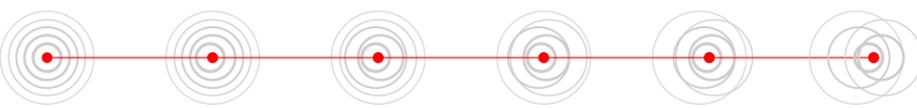
Ecosystem Collaboration
New Engines for Growth and Competitiveness in the Digital Age

High performance. Delivered.



ECOSYSTEM

(Noun) A company's competitiveness network: an increasingly global, foresight-driven, multi-industry nexus of partners (suppliers, institutions, customers) and stakeholders through which business problems are solved and outcomes are shaped.

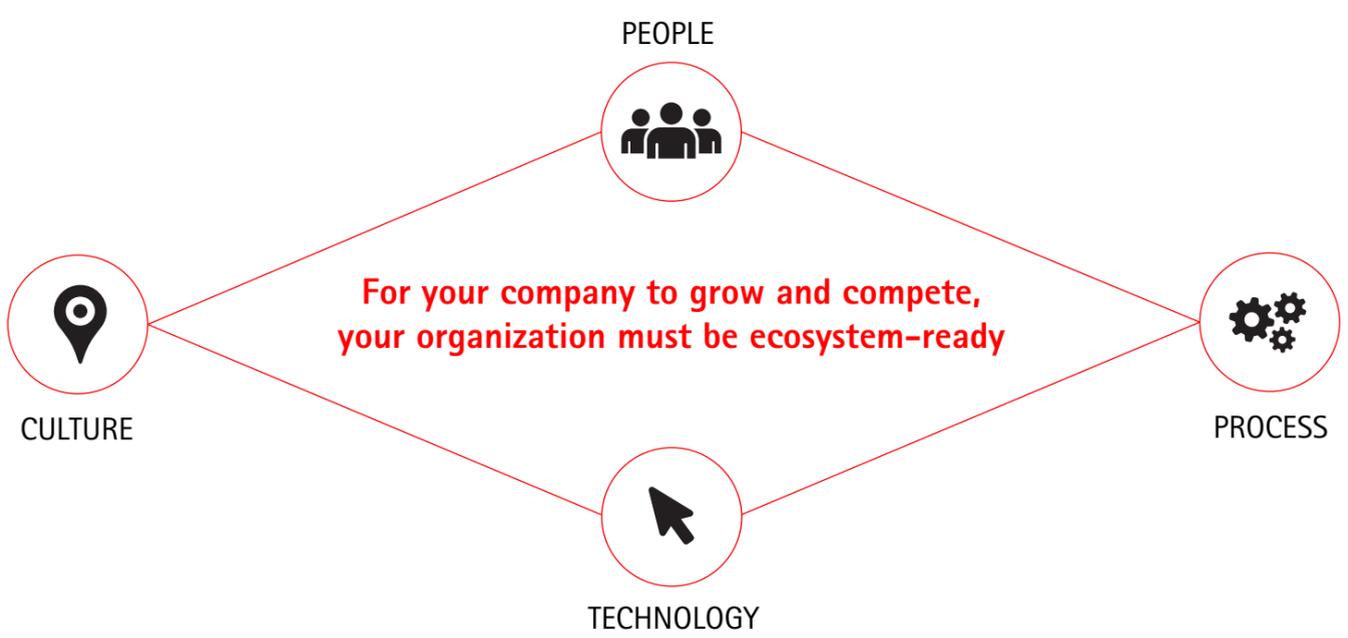


Then

Playing fields were neat.
Companies stayed within industry lines.

Now

Digital technology has blurred industry lines and lowered entry and exit barriers to digitally contestable markets.



78% of executives plan to pursue growth in new areas by using flexible organizational forms of collaboration, such as:



How Will You Transform Your Business Through Ecosystem Collaboration?



Reach outside to develop partners across the customer value chain.

Harness and leverage the skills and talents of interested outsiders with both "hard" and "soft" skills



Be open to analog connections as unexpected sources of innovation.

Reinvigorate your company culture and make every employee responsible for collaboration and innovation.

Consider: 2/3 of companies that out-performed peers over the last 3 years say they encourage employees to be proactive in building relations with external stakeholders, compared with just over 1/3 of under-performers.



Lay the right ecosystem foundation.

Focus on upgrading capabilities in three areas:



Strategy. Leadership must set the tone by signaling a shift away from products and services alone, toward how the company can help customers achieve better outcomes.



People. Recognize that employees at all levels have connections that could serve the company's ecosystem strategy.



Technology. Integrate collaborative technology that can help employees connect with each other, with outside organizations and with customers.



All ecosystems "go": Powering future growth and competitiveness

Companies now need to prepare for ecosystem collaboration and create organizations that are much more open, more flexible and inherently more collaborative. Those that succeed will gain the agility and adaptability needed to power future growth.

Join the conversation: @AccentureStrat