

The DNA of an Ecosystem-Ready Organization

WHITE PAPER

Adapting Channels to the New Ecosystem Economy

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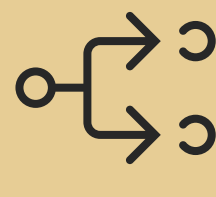
Ecosystems are on everyone's minds. But why do they matter?

Three simple reasons



Increased competitiveness

You orchestrate complete and differentiated solutions for your customers



Increased agility

You create, shape and respond to demand faster



Increased resilience

You see disruption ahead of others and act to prevent it

What makes ecosystems different from traditional indirect channels?



Hyper-scale



One order of magnitude, more customer touchpoints



Extreme Diversity



Different operating models, motivation, metrics, onboarding



Extreme Volatility



Low barriers to entry and exit, low commitment

Brands must evolve. It is no longer about managing transactional, linear relationships.



Brand



Distributor



Reseller



End-customer

What is needed is ecosystem orchestration

- Agency
- Analyst
- Contract Manufacturer
- Co-seller
- Distributor
- End-customer
- Financing Company
- Influencer
- Logistics Provider
- Reseller
- Recommender
- Supplier
- System Integrator



Orchestrators have a different DNA

A diverse ecosystem requires new processes

New programs help mitigate the risk of volatile partnerships

New applications infrastructure provides the power to handle hyperscale

New resources
New metrics
Decision-grade data

Broad partner network
Engaging digital experience
Cross-partner analytics

Specialized
Open
AI-Enabled



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It's no longer enough to manage just your indirect distributors and resellers. Today, the most successful companies orchestrate all parties involved in getting products to end users.

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