Creating successful Partnerships in Digital Environment

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Digital Transformation world

First Industrial Revolution
- rural societies become industrial and urban
- iron and textile industries along with the development of the steam engine

1840 - 1870

1870 - 1914
The Technological Revolution
- this marks the second industrial revolution
- period of pre-existing industries and expansion of new ones
- use of electric power to create mass production
- major technological advances: telephone, light bulbs, phonograph and the internal combustion engine

1950 - 1970
The Digital Revolution Revolution
- this Era refers to the third industrial revolution
- advancements of technology from analogue electronic and mechanical devices to the digital technology available today
- advances like personal computer, the internet and the information and communications technology (ICT)

Late 1900 - ongoing
Industry 4.0
- builds on the Digital Revolution representing new ways in which technology becomes embedded within societies and the human body
- emerging technologies in a number of fields: robotics, artificial intelligence, nanotechnology, quantum computing, biotechnology, the Internet of Things, 3D printing and autonomous vehicles
Digital Stardom

Around 55% of Fortune 500 companies have disappeared,
The best of surviving have re-invented themselves from Traditional business to Digital business.

And this is going to happen in next 5 Years...

Are we ready and now convinced to be part of Digital Eco-system World??
Drivers for Digital Eco-system

Business Model Innovation
There’s an unquestionable revolution happening, where business model innovation is essential to maintain mere survival – a fact that is not lost on senior executives, with 44% of those surveyed in the report indicating that ‘companies going it alone will be a thing of the past.’

Digital Technology Evolution
In an increasingly competitive digital market, the pressure cooker of rapid technological advancement, mushrooming customer segments and a potential economic recession is forcing organizations to re-think and re-design how they do business and structure operations.

Technology Driven and Customer Centric
Platform-based business models allow companies to build an interface to access rich contextual data about what is happening in their Business value chain. Value creation is shifting from linear business models to multi-sided platform models that are CX centric and demand-driven.

Traditional Business Models
- Production
- Distribution
- Marketing
- Consumer

Platform Driven Business Models
- Platform
- Ecosystem

One directional
Multi directional
Drivers of Ecosystem in Platform Economy

97%
Believe it’s critical to their business success to adopt platform-based business models to engage with ecosystems of digital partners.

87%
Are investing in digital as part of their organization’s strategy.

84%
Agree that platforms will be the ‘Glue’ that brings organizations together in the digital ecosystem.

90%
Rate the power of demand-side economies of scale as important to their business in the next 5 years frame.
Need for Strategic Partnerships

Drivers
- Composite Innovative Offerings
- Power shift from Established Players
- Previous Partnerships Failure
- Customer experience
- New sources of Revenue Growth
- More Risk averse Strategies
- Budget Constraints
- Shared Revenue Model

Outcomes
- Increased need for Partnerships
- Restructuring Partnerships And re-evaluating perspectives

Incumbent Digital Markets (Feed profit back to core business)
New Complementary Markets
(Cross industry Business e.g. Healthcare, automobile etc. through Investment and Partnerships)

“If you want to go fast go alone, If you want to go extra-mile then go together.”
"Partnership strategy in Eco-system is an effective tool to encourage businesses to focus on their core strengths and get benefitted from collaborators to enrich product offerings and live up to customer expectations."

"Successful strategically planned and executed partnerships can result in new business domain, in both a virtual and real sense, a place where the ‘whole’ is greater than the sum of the ‘parts’ that go to make it up."
How to achieve Effective Partnerships

Key challenge is how to strengthen an Eco-system to be able to deliver complex projects in collaborative fashion to maximize the partnership effectiveness;

“Where Two Rivers Meet, Water Is Never Calm”

01 Lack of Clear Vision, Strategy and Road map

02 Inadequate understanding of Milestones and individual’s roles and responsibilities

03 Partnership is missing Key stakeholder (X Factor)

04 Ambiguity in Decision making authority (Governance) in Partnership model

05 Failure to Learn and effectively Communicate

06 Absence of right Framework and governance to comply with set of Regulations like Policies & Procedures
Benefits of Open APIs in digital ecosystem

“Cross industry exposure through Open APIs would lead to find new revenue streams.”

- Develop more innovative products and services
- Ability to make better informed decisions
- Draw customer experience across organization
- Provide outsourced automations & decisioning
- Open up new source of Revenue
- Adding new features and scaling up Solution quickly
All those CSPs who are ahead on technology revolution curve can very well see that by exposing their core capabilities as Open APIs to outside world, they can enable new partnership models to create innovative composite offerings.

In particular, the TMFs open digital API definitions enable a new paradigm of business and operational agility for the digital economy encouraging innovation with unprecedented business and technology integration between an operator and its partner companies.

Companies are going through tremendous pressure to improve efficiency, profit margin and to transform their value proposition towards customers.

Digital engagement and increased expectations among consumers across industry verticals is being the Driving force.
Collaboration - Strategic tool to build Digital Eco-system
"Success of group lies in the fact where each member of the group is successful. Collaborative strategy in Ecosystem model discourages concept of Pronoun i.e. “I,” “my,” “me,” “Yours”, It is all about giving an equal opportunity to partners in digital ecosystem to rise and shine."
# Partnership Model Canvas

<table>
<thead>
<tr>
<th>Focus Areas</th>
<th>Key Partners</th>
<th>Business Goals</th>
<th>Formats</th>
<th>People, Processes, and Organization</th>
<th>Analysis and Evaluation</th>
</tr>
</thead>
<tbody>
<tr>
<td>What are the key focus areas of your digital business Partnership, and how are these selected to ensure Alignment with business objectives?</td>
<td>Who are the key partners, and by What criteria are they chosen?</td>
<td>What business goals drive your Partnerships?</td>
<td>What collaboration formats and strategy match Your focus areas and business goals?</td>
<td>What people, processes, and Organizational structures support Your Business partnerships?</td>
<td>What key performance indicators are Most useful for evaluating your Business Partnerships?</td>
</tr>
</tbody>
</table>
TM Forum Digital Eco-system Tool- CurateFx

CurateFx takes ideation to the next level

**DEFINE** your business scenarios, ecosystems, products, and services
Simply create new projects through the built-in methodologies, best practices and visual guides that can help template your design – or if you prefer to start from scratch – it’s up to you.

**SCOPE** your project against proven Frameworx models
Industry-leading Frameworx and Open APIs are integrated into the tool, allowing IT and business to clearly define requirements for the project.

**DESIGN** with the power of proven TM Forum blueprints behind you
Clearly define the roles of ecosystem stakeholders and map the relationships – to help simplify this process you can customize your view with filters and use visualization maps.

**COLLABORATE** inside and out
The key to effective collaboration is flexibility which is why our tool can be used online, on tablet, offline (read-only), shared in pdf, word or excel format, with comment capability built-in.

"CurateFx gave us the tooling to illustrate and capture the problem statements – there is an interesting feature that allows you to visualize and represent the entire ecosystem which enable us to verify and validate the solution"

Infosys

Live case study with Infosys | Using CurateFx to build ecosystems
Thank You

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