

The ecosystem paradox

Senior leaders know that ecosystems are key to business model innovation and unlocking new sources of digital revenue growth...

67%



We expect ecosystems to help us grow our revenue by between 11% and 25% over the next two years

68%



We need to change our business model to unlock growth

69%



Our company needs to increase its collaboration with an ecosystem of partners and suppliers if it wants to grow

...but not nearly enough is being done to seize the opportunity, with many 'talking the talk' but few 'walking the walk'

60%



Do not currently have a specific person in charge of the ecosystem, with clear metrics and performance measurements

62%



Do not currently engage with partners outside of their core competency