



TIDWIT

THE DIGITAL ECOSYSTEMS NETWORK

# THE TRANSFORMATIONAL POWER OF ECOSYSTEMS

WHY INTERCONNECTED ECOSYSTEMS ARE MORE IMPORTANT NOW THAN EVER BEFORE



# RESEARCH REPORT

## AT A GLANCE

The TIDWIT platform is an ecosystem network delivering unprecedented interconnectivity. By enabling dynamic knowledge transfer, higher engagement and ecosystem-wide line of sight, TIDWIT is accelerating digital transformation across ecosystems.

Businesses face a number of challenges when interconnecting with organizations across their ecosystems.

Ecosystem wide line of sight of partner ecosystems is key to overall business success.

Research reveals how ecosystems are intrinsic to the success of business and how ecosystems contribute to achieving an organization's objectives.

An ecosystem is a network of partners within or across industries that collaborate (and compete) to provide services that satisfy customer needs and enable a seamless end-to-end experience.

# THE VALUE OF ECOSYSTEMS

MANAGERS AND EXECUTIVES RECOGNIZE THE VALUE OF ECOSYSTEMS ACROSS A RANGE OF AREAS

We see ecosystems in action every day, both in the natural world and in a business context. Instinctively, we understand there is value in partnership. But what exactly do business leaders see as the most valuable function of an ecosystem?

Ecosystems perform a wide variety of functions, such as knowledge sharing, customer support, learning and technical readiness, sales enablement and marketing. When asked to choose what function is most important, **34%** of those surveyed say it is **knowledge sharing** while **22%** say it's **customer support**. **Learning and technical readiness** is the most important function for **20%** of respondents; **sales enablement (16%)** and **marketing (5%)** feature lower in the list of priorities.\*



\*Survey response percentages add up to less than 100% due to rounding.

# DIGITAL TRANSFORMATION

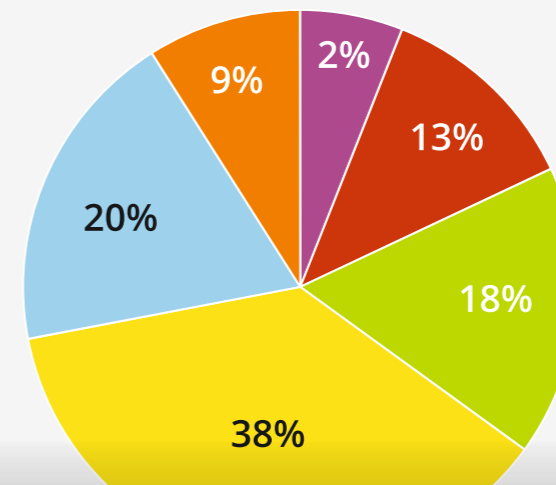
EXECUTIVES RECOGNIZE THAT DIGITAL TRANSFORMATION AFFECTS THEIR ECOSYSTEMS







The challenge and the opportunity of digital transformation is to ensure the process isn't just taking place within your own organization, in isolation of your ecosystem. If digital transformation takes place in a siloed system, the risk is that it will only take your company so far. A holistic approach is needed if change is to be sustainable, successful, and a good financial investment. Organizations need to ensure buy-in not only from their own people but from their partners, too.

Digital transformation is no longer seen as an optional path to success; it is essential to companies' continued existence and growth, indeed to their very survival. In the companies surveyed, digital transformation is well underway. Well over half (**58%**) of survey respondents say their digital transformation strategy is in the mid to late stages. **82%** of the executives surveyed say that digital transformation touches their ecosystem a great deal or somewhat.

Interestingly, there is no single go-to role within companies when it comes to digital ecosystems, in the way that a Chief Financial Officer would almost always be accountable for finance topics in an organization. **42%** say the **Chief Technology Officer** is the main decision-maker when it comes to making decisions on ecosystem solutions, while **17%** say it's the **Chief Strategy Officer**. Other responsible roles include Executive Level Management from Human Resources and from Sales and Marketing.

## STAGE THAT ORGANIZATIONS SAY THEIR DIGITAL TRANSFORMATION STRATEGY IS IN



-  It's non-existent with every group mostly purchasing technology in silos.
-  It's early stage where we are talking about creating a department-wide strategy for digitizing processes.
-  It's early stage and we have a mandate from the CEO to coordinate and implement an enterprise-wide digital strategy.
-  It's mid-stage where we have formulated a prelim digital strategy and are working on acquiring new tech to fill gaps in the strategy.
-  It's in the final stages and we have a documented digital strategy, a central platform to support it, and a plan to integrate our systems.
-  Not at all sure.

# ECOSYSTEM HEALTH

EXECUTIVES SEE POTENTIAL TO IMPROVE THE STATE OF THEIR ECOSYSTEMS

While the value of ecosystems is widely recognized, the research shows that only **30%** of executives are very satisfied with the state of their ecosystem. Conversely, this means that the vast majority of executives see a real opportunity to improve how their ecosystems operate. In today's fast paced world, organizations that have to work with inefficient communications channels and slow content distribution systems will ultimately suffer. Intelligent, efficient interconnectivity provided by the TIDWIT platform enhances digital ecosystems to free up more time for employees to concentrate on their customers, build better customer relationships and enable more timely course changes based on real-time metrics.

The majority (**55%**) of those surveyed say it is currently difficult to interconnect with organizations across their ecosystem. Challenges include the use of **too many platforms, a silo mentality, and outdated technology.**

Data consistency, quality and completeness across the organizations is quite challenging

Survey Customer Feedback

We have too many systems that do not talk with each other. Many are antiquated and were never designed to do all that they are supposed to

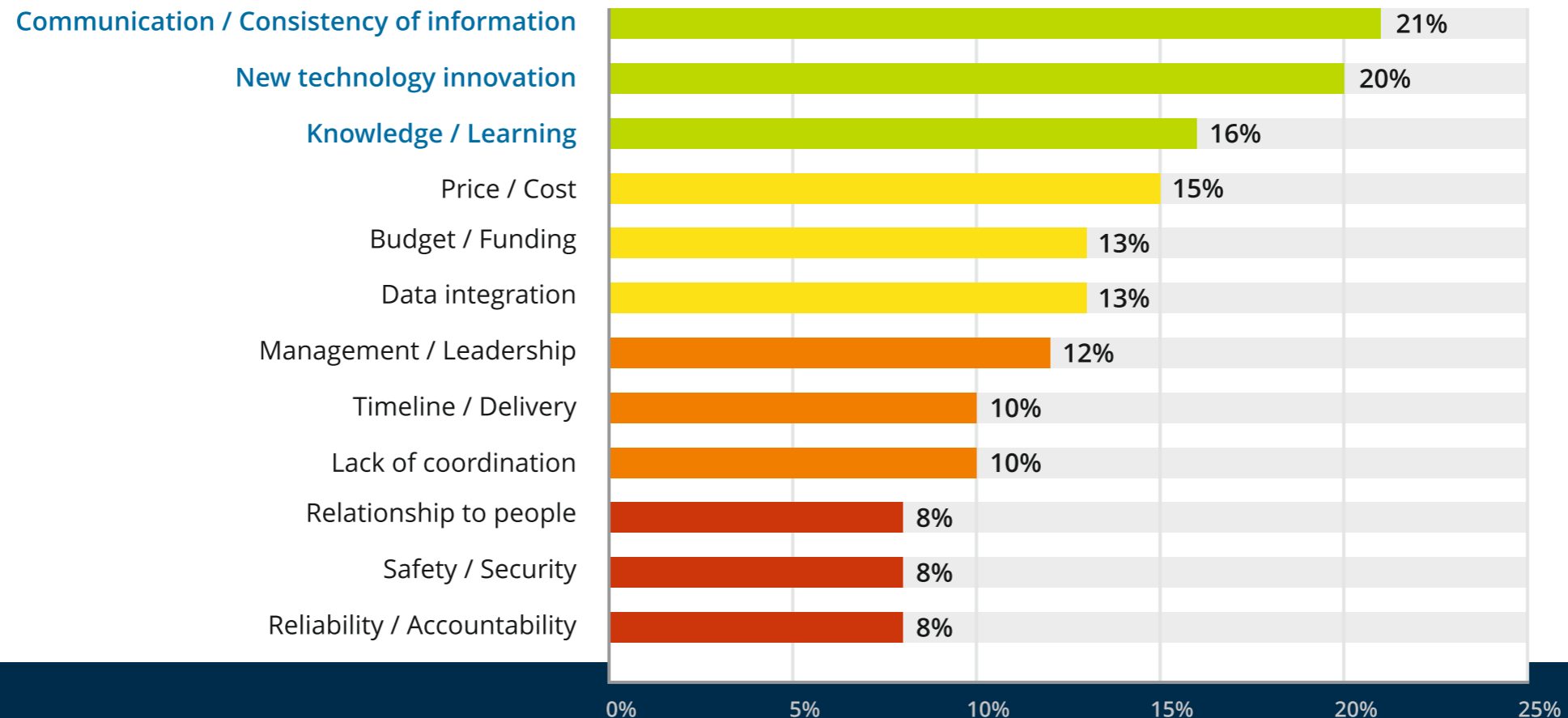
Survey Customer Feedback



# INTERCONNECTIVITY AND ECOSYSTEM HEALTH

EXECUTIVES SEE POTENTIAL TO IMPROVE THE STATE OF THEIR ECOSYSTEMS

## TOP REPORTED ECOSYSTEM CHALLENGES



Executives face a wide range of challenges when it comes to their ecosystems. **Communications** and the **consistency of information** are top of mind for executives, but logistical issues such **timelines** and **budgets** also play a role.

# ECOSYSTEM METRICS MATTER

ECOSYSTEM LINE OF SIGHT IS A KEY BUSINESS SUCCESS FACTOR

Most businesses have abundant data within reach, but it is the ecosystem masters who truly seize it for insights

Survey Customer Feedback

Instant access to data gives organizations the opportunity to analyze and gain insights to optimize programs, whether that be a series of online trainings for an internal audience, or mission critical go-to-market content for external partners.

Over **90%** of executives say **ecosystem-wide line of sight** is important to the success of their overall business. But only **35%** say they are definitely **measuring the health of their ecosystems**. This is clearly an area that has huge potential for improvement.

Furthermore, **80%** say if they had better line of sight into their ecosystem, their **partners' business performance level** would be more successful.

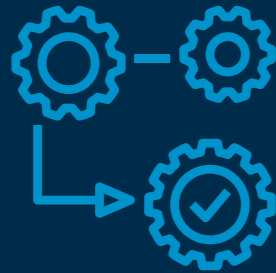


# MAKING YOUR ECOSYSTEM WORK FOR YOU

THE POWER OF THE CLOUD IS CREATING HUGE OPPORTUNITIES FOR INTERCONNECTED ECOSYSTEMS

Ecosystems are not new: strong networks have always gone hand in hand with business success. But the world we are operating in is changing rapidly. Digital transformation is disrupting industries as we know them, and the velocity of this change is akin to nothing ever seen before. When the rate of change increases in this way, it places pressure on ecosystems that are not tied up and well connected. The TIDWIT platform is essential to companies harnessing these changes to drive business growth without compromising data security and privacy.

WHAT STEPS CAN YOU TAKE TO HARNESS THE POWER OF DIGITAL ECOSYSTEMS TO ACCELERATE YOUR BUSINESS SUCCESS?



Review your own ecosystem needs. What are the top three functions performed by your ecosystem?. Schedule a TIDWIT assessment to get started.



Measure the health of your ecosystem. Do you really know the health of your ecosystem as it stands, today? Use TIDWIT analytics tools to better measure your ecosystem performance.



Learn how [IBM](#) and [Accenture](#) have partnered with TIDWIT to transform their digital ecosystems, gaining access to real-time metrics, customizable platforms, and swift and dynamic content distribution systems.

Ready to take the next step? Contact TIDWIT at [sales@tidwit.com](mailto:sales@tidwit.com) to arrange a review of your digital ecosystem needs and discover how to better reach your business objectives.



# METHODOLOGY

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This research report is based on results of an online survey conducted by Regina Corso Consulting in March 2019 of 250 United States-based managers, employed in companies with at least 500 employees, who currently use channels for content distribution.



# REFERENCES

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Olivier Jankelovics, Caitlyn Truong, Ariel Junquiera, Danielle Kuchinskasa, "Three Things Ecosystem Masters get Right", Accenture Strategy, October 2018

Zeus Kerravala „Digital transformation initiatives underway, but companies need help“, CIO US, April 2019

Verbatim from TIDWIT commissioned survey "Ecosystems survey report" in answer to the question "Why is it difficult to interconnect with organizations across your ecosystem?", March 2019

Olivier Jankelovics, Caitlyn Truong, Ariel Junquiera, Danielle Kuchinskasa, "Three Things Ecosystem Masters get Right", Accenture Strategy, October 2018

## CONTACT US

Call or email us to find out how TIDWIT can help your organization better meet its digital ecosystem needs:

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