

PEER2PEER INSIGHT



8 Hottest Industry Trends from Successful Ecosystem Programs

PEER2PEER PARTNERS

EXECUTIVE SUMMARY

Like all business strategies, ecosystem programs are trying to solve one or many

Pain Points Experienced by ISV's

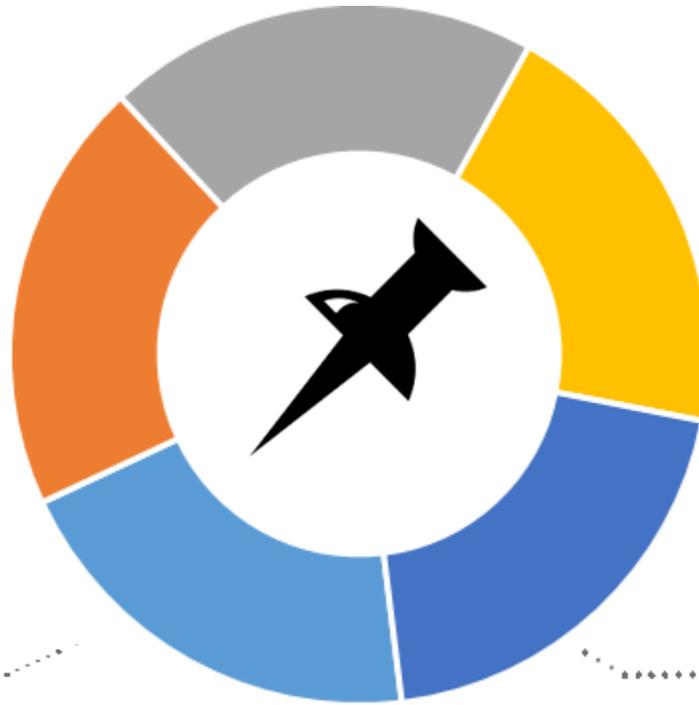
In this report we researched and compiled the 8 hottest trends when building a successful Ecosystem Program as reported by leaders in the software industry. To be taken seriously, software companies have to have an Ecosystem/Partner Program in place. As a result, more and more ISV's are venturing into this business strategy. In the first quarter of 2017 Peer2Peer Partners researched and interviewed ISV Business leaders and this report is the result of that work.

PAIN POINTS EXPERIENCED BY ISVs

Scarcity of
Development
Talent

Need for
Technology
Integration

Global
Market
Demand



Expanded
Distribution
Requirements

Push for rapid
Software
Development

Companies like Gartner talk about the “Mesh Theme” which they define as “connections between an expanding set of people and businesses as well as devices, content, and services to deliver digital business outcomes”. Simply put it is and will become harder for software companies to sell as a standalone solution, a reliance on a robust Ecosystem and Platform that supports Integration, Rapid Development, Distribution and Marketing is the key to growth.

Further, Software Companies are not addressing the business aspect of the partnership to the same extent they are the product side. Over 50% of the respondents to our survey have not documented the initial investment made in a new Partner, the time to recoup the initial investment and an ROI projection over time.

HOTTEST TRENDS

IN ALLIANCE & ECO-SYSTEM MANAGEMENT

This report was prepared after speaking to and interviewing some 20 executives across all sizes and types of software companies. These conversations were held in person, by telephone and in some cases email over the last several months with executives who are currently managing their own programs and /or have vast experience with Partner Programs in their careers.

We think the results are significant and the Actions and Recommendations gleaned from the participants in the Report can be used by other organizations when managing their programs.

The full report will be released the week of April 25th, to register for your copy please visit www.Peer2PeerPartners.com.