

# BUSINESS COLLECTIVE 1.0: PARTNERING REBORN

## 1. Birth of the ecosystem approach

**Business Collective 1.0**, the **new partnering model** in which **everyone wins**, will drive **true business transformation**.



## 2. Stuck in the status quo

Most organizations still conduct business as separate entities that interact transaction by transaction.

**Relationships are us versus them** – with winners and losers.



## 3. BUSINESS COLLECTIVE 1.0 - a NEW model defined

Multiple **organizations meld together** to face the market as a **single commercial entity** with the **customer** as the **focal point**.



**Partnering** is not about winning alone; it's about **winning together**.

Aligning on a **shared mission** and **competitive strategy**; and **working together** to **capitalize on strengths** and **overcome weaknesses**.



## 4. Moving from the OLD to the NEW paradigm

OLD	BREAK DOWN BARRIERS	NEW
Companies conduct business by looking <b>inside out</b>		Companies conduct business by looking <b>outside in</b>
<b>Internal</b> focus	Use <b>data analytics</b> to understand customers	<b>Customer</b> focus
Transactional <b>relationships</b>	<b>Design and configure</b> the <b>value-chain network</b>	<b>Create value</b> for all partners

## 5. Where are companies at today with Business Collective 1.0?

Just starting to explore or partnering at a transactional level only.



Source: DHL Supply Chain Survey

## 6. What's the payoff?

From cost cutting to breakthroughs...

The **POWER** of Business Collective 1.0 – **EVERYONE** wins.

$$[1+1=3]$$

Moving **beyond** the traditional efficiency goals to a **more strategic** objective – **business transformation**. Making a **real difference** in a company's **performance** and **position** in the market.