



IDC Strategic Alliances and Ecosystem Newsletter

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MAXIMIZING OPPORTUNITIES THROUGH STRATEGIC ECOSYSTEMS

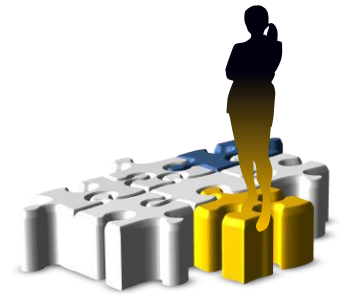
Key Quarterly Points

by Chris Webber



- Artificial Intelligence (**AI**) continues to be a key technology focus with growing VC investments and increasing number of related alliances and emerging ecosystems
- **Platforms** are evolving and receiving greater attention. Think about an enhanced **B2B experience** and leveraging your strategic partners and ecosystem as you develop an integrated offering.
- Select companies are consolidating business units to create a **single company interface**, maximize internal expertise, and improve customer experience.
- Cloud offerings addressing organizations' **business planning and development** functions. Addressing internal business requirements provides unique and excellent business opportunities.

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Alliances and Industry News

To Stay Cutting-Edge Sharp, AT&T Puts "Feelers in Wilds of Techland" – September 2018

What: For a huge legacy company, folding bleeding-edge tech into the core of the business, it must put feelers out in the wilds of "techland". This is how AT&T Inc. is making strides in areas like the internet of things edge and 5G networking. Thanks in part to the work of the **ecosystem and innovation arm within the company**. "It was set up to ferret out the best innovation springing up outside the company and bring it inside. **Its endeavors include ecosystem outreach, which acts as the interface of the broader startup and venture capitalist community**", according to Gopalakrishnan VP of Ecosystem and Innovation at AT&T.

Reference <https://siliconangle.com/2018/09/14/to-stay-cutting-edge-sharp-att-puts-feelers-in-wilds-of-techland-attspark/>



The AI-Mazing Patent Race – September 2018

What: Interesting overview of the dramatic increase in AI investments. **AI-related funding** totaled an estimated \$15.2 billion in 2017, a 144% increase over the previous year. The U.S. tech industry leads with a 50% share of those investments, even with China swiftly closing the gap in terms of patents and AI research.

Reference <http://www.visualcapitalist.com/chart-the-ai-mazing-patent-race/>

Capgemini Integrates Management Consulting, Digital and Creative Units – September 2018

What: Capgemini has merged its consulting, digital and creative businesses, in a move that sees one of the world's top consulting brands leave the stage. The new unit, **Capgemini Invent**, bundles Capgemini Consulting with a host of recently acquired firms to forge a holistic advisory group with over 6,000 consultants in more than 30 offices and 10 creative studios around the world.

Reference <https://www.consultancy.uk/news/18627/capgemini-integrates-its-management-consulting-digital-and-creative-units>

Alibaba Signs Joint Venture with Russian Partners to Launch E-commerce Arm – September 2018

What: Alibaba signed a new strategic partnership with various Russian firms to form a new **e-commerce platform** and utilize Russia's own payments system. The goal is to integrate Russia's key consumer internet and e-commerce platforms as well as to launch a leading social commerce joint venture in Russia. The agreement includes the Russian direct Investment Fund (RDIF), mobile operator MegaFon, and internet group Mail.ru.

Reference <https://www.cnn.com/2018/09/11/alibaba-ties-with-russian-partners-for-an-e-commerce-platform.html>

Juniper and Ericsson Create a 5G Market Partnership – September 2018

What: Juniper Networks has entered into a partnership with Ericsson to sell 5G gear and software to carriers. **The Juniper-Ericsson alliance arrives as Cisco's partnership with Ericsson weakens.** The Juniper-Ericsson alliance combines routers and software from both companies to build an optical transport for a mobile network that carriers can manage through a single software console, according to the vendors. The partners' combined routers include Juniper's MX and PTX series and Ericsson's 6000 hardware.

Reference https://searchnetworking.techtarget.com/news/252448332/Juniper-Ericsson-partnership-aimed-at-5G-market?track=NL-1817&ad=922955&src=922955&asrc=EM_NLN_100143480&utm_medium=EM&utm_source=NLN&utm_campaign=20180910_Juniper%20partners%20with%20Ericsson%20to%20reach%20into%205G%20market

Access Point Inc. Partners with Connected2Fiber to Leverage Connected World SaaS Platform – September 2018

What: Connected2Fiber, a SaaS platform provider for the connectivity and cloud infrastructure industry to improve the ability to connect, has signed an agreement with Access Point, Inc., a complete business communications provider offering multiple services nationwide. Access Point will be enabling The Connected World, from Connected2Fiber platform, to improve the speed and effectiveness in their **go- to-market process**.

Reference <https://www.prnewswire.com/news-releases/access-point-inc-partners-with-connected2fiber-to-leverage-the-connected-world-saas-platform-300706962.html>

GreyOrange Making Warehouse Robots to Help Retailers Compete with Amazon – September 2018

What: GreyOrange makes robots and AI software to **assist retailers compete with Amazon in variety and speed of delivery**. The company produced robots can assist warehouse operators automate some of employees' most physically challenging tasks. A competitive advantage is that the systems can work right out of the box and learn from their surroundings and activity in warehouse and share data with one another. Blume Ventures, Mitsubishi, Flipkart, Project Vetre, and Mithri Capital are initial investors.

Potential competition ranges from start-ups like Fetch Robotics and 6 River Systems, to larger established players like SwissLog.

Reference https://www.cnn.com/2018/09/06/greyorange-robotics-raises-140-million.html?_source=twitter%7Cmain

R2integrated and Anaplan Improve B2B Customer Experience – September 2018

What: R2integrated, a performance management company based in Helsinki Finland has paired up with cloud-based business planning and performance management platform-maker Anaplan to **assist Amer Sports execute a significant organizational and strategic change**. The **sales planning tools** will be used to measure and improve the customer engagement and places more importance on B2B customer experience.

Reference https://searchcrm.techtarget.com/feature/Sales-planning-tools-sport-a-B2B-customer-experience-focus?track=NL-1844&ad=922895&src=922895&asrc=EM_NLN_99918150&utm_medium=EM&utm_source=NLN&utm_campaign=20180905_Box%20refines%20its%20Salesforce-style%20developer%20ecosystem

Element AI Teams Up with AI Singapore – September 2018

What: Canada-based AI company Element AI has collaborated with AI Singapore to jointly develop **AI offerings for the financial and supply chain industries**, underscoring the growing momentum of AI adoption in the city state. The effort highlights Element AI's global expansion strategy as it focuses on product implementation while fostering industry adoption efforts. Element AI has been funded by key technology companies such as Microsoft Ventures, Nvidia, Intel, and Tencent.

Reference: [https://www.computerweekly.com/news/252448025/Element-AI-teams-up-with-AI-Singapore?src=5787284&asrc=EM_ERU_99880455&utm_content=eru-rd2-rcpB&utm_medium=EM&utm_source=ERU&utm_campaign=20180905_ERU%20Transmission%20for%2009/05/2018%20\(UserUniverse:%202641831\)](https://www.computerweekly.com/news/252448025/Element-AI-teams-up-with-AI-Singapore?src=5787284&asrc=EM_ERU_99880455&utm_content=eru-rd2-rcpB&utm_medium=EM&utm_source=ERU&utm_campaign=20180905_ERU%20Transmission%20for%2009/05/2018%20(UserUniverse:%202641831))

Baidu Creates "No Code" Platform to Make Building AI Models Easier – September 2018

What: The "no-code" service platform allows users to build custom machine learning models with a drag-and-drop interface. The EZDL is focused on three important aspects of machine learning; image classification, sound classification and object detection. The tool is aimed at small and medium-sized businesses that don't have the capability to create their own AI models. A challenge will be users' privacy concerns with using the free tool.

Why Important: The identification and utilization of tools which enable greater use of emerging technology is critical. Technology alliances that can incorporate functionality into a comprehensive platform as well as minimize user security and privacy concerns will provide strong market benefits.

Reference: <https://siliconangle.com/2018/09/02/baidu-created-no-code-platform-lets-anyone-easily-build-ai-models/>

VMware Purchases CloudHealth for Multi-cloud Market Access – August 2018

What: CloudHealth provides a **multi-cloud management platform** that assists enterprise organizations centrally manage cloud resources from AWS, Microsoft Azure and Google Cloud Platform (GCP).

The SaaS offering includes capabilities to track and optimize cloud computing costs; monitor the performance and usage of resources, such as virtual machines; and implement governance policies and access controls across a range of IaaS platforms.

Reference: https://searchcloudcomputing.techtarget.com/news/252447649/VMware-swallows-CloudHealth-with-eye-on-multi-cloud-market?track=NL1814&ad=922833&src=922833&asrc=EM_NLN_99853528&utm_medium=EM&utm_source=NLN&utm_campaign=20180904_CloudHealth%20CTO%20talks%20VMware%20buy

Box Activity Stream Embeds Salesforce, Slack in Box Viewer – August 2018

What: Box advances its digital workplace strategy with Activity Stream, which enables users to access various business applications in bid to make its **cloud platform a collaboration hub** for all Box users' daily communications by integrating with popular third-party applications. The feature also recommends applications for people to use in conjunction with a file they are working on in Box.

Why Important: Vendors are seeking ways to be a digital hub for users. The announcement is viewed as a key part of Box's digital workplace strategy to redefine content management, workflow, and services vs a scattering of content. The announcement highlights the recognition and desire to improve the overall customer experience.

Reference: https://searchcontentmanagement.techtarget.com/news/252447689/Box-Activity-Stream-embeds-Salesforce-Slack-in-Box-viewer?track=NL-1849&ad=922833&src=922833&asrc=EM_NLN_99800411&utm_medium=EM&utm_source=NLN&utm_campaign=20180903_BoxWorks%20recap:%20AI,%20workflow%20automation,%20security%20upgrades

Mindtree Undertakes Greater Role in AI and Intelligent Automation – August 2018

What: Mindtree has created a specialized business unit – **Enterprise Re-Imaging Business (ERB)** that utilizes emerging technology, such as blockchain, IoT, RPA, bots, to drive business success for clients. As part of this effort, Mindtree is taking a partnership-driven ecosystem approach to create a deep partnerships and business focus in key automation areas. The establishment of multiple automation centers of excellence will also assist clients and technology partners to foster ideas.

Reference: <https://www.mindtree.com/news/mindtree-recognized-innovator-avasants-intelligent-automation-radarviewtm-2018-report>

PwC Launches OT Cybersecurity Competency to Assist in detecting Potential Cyber Attacks – August 2018

What: To combat the expanded threats from traditional cyber-attacks on IT systems to include operational technology (OT) systems, PwC has launched an **OT Cybersecurity competency** specializing in Industrial Control Systems (ICS) and Operations Technology security. OT systems have long been used in manufacturing, mining, energy, utilities, oil & gas, transport & logistics, and other industrial operations to monitor and control physical processes.

Reference <http://www.itnewsafrika.com/2018/08/pwc-launches-ot-cybersecurity-competency-to-assist-in-detecting-potential-cyber-attacks/>

C3IoT and Google Cloud Join Forces to Accelerate AI and IoT Application Development – August 2018

What: Strategic partnership with Google Cloud to accelerate AI and IoT application development for enterprise digital transformation.

The partnership develops an integrated solution that seamlessly delivers the C3 IoT Platform – a **comprehensive platform as a service (PaaS)** for rapidly developing and operating big data, predictive analytics, AI, and IoT software applications – on Google Cloud Platform, leveraging its innovative infrastructure and AI services. Additionally, the companies will execute co-marketing, co-selling, and co-training initiatives to rapidly scale distribution globally and accelerate customer success

Reference <https://c3iot.ai/c3-iot-google-cloud-announce-partnership/>

Nielsen Auto Cloud Service Created by Nielsen and J.D. Power – August 2018

What: A service that combines audience data from Nielsen and buyer insights from J.D. Power. Nielsen Auto Cloud will offer **exclusive research from J.D. Power's vehicle sales data**. The deal will also provide omnichannel advertising and campaign measurement tools for automotive advertisers, agencies, and media owners. The companies say it can target audiences and help personalize advertising; plan car-buying audiences across TV and digital; and measure return-on-investment marketing spend.

Reference: https://www.mediapost.com/publications/article/323520/nielsen-jd-power-team-for-nielsen-auto-cloud.html?utm_campaign=Feed%3A%2Bmediadailynews%2B%28MediaPost%2B%7C%2BMediaDailyNews%29&utm_medium=feed&utm_source=feedburner

Update on IBM and Maersk Launch TradeLens Blockchain Shipping Platform – August 2018

What: (Update from April 2018 Newsletter) - A **distributed ledger blockchain platform** for tracking shipments and managing supply chains jointly developed by the two companies. Over 94 organizations have become actively involved or agreed to participate in TradeLens and the platform has captured more than 154 million shipping events. TradeLens connects shippers, shipping lines, freight forwarders, port and terminal operators, inland transportation, and customs authorities so that they can interact more efficiently through real-time shipping data and documents. The platform does this not just with manual scanning by humans or machines but also **IoT and sensor data** including temperature control and container weight.

Why Important: Bridget van Kralingen, senior vice president of IBM Global Industries, Solutions and Blockchain. "However, success with the technology rests on a single factor — **bringing the entire ecosystem together around a common approach that benefits all participants equally.**"

Reference: <https://siliconangle.com/2018/08/10/ibm-maersk-launch-tradelens-blockchain-shipping-platform-lower-costs-ship-faster/>

Accenture Invests in Malong Technologies – August 2018

Malong Technologies, a China-based AI startup, received a minority investment from Accenture Ventures'. Through the alliance, Accenture's Applied Intelligence practice and Malong will offer **computer vision and product recognition capabilities** to clients worldwide. The deal also gives Accenture a **strategic AI presence in China** and forms part of its wider regional growth strategy.

Reference: http://www.finsmes.com/2018/08/malong-technologies-receives-investment-from-accenture.html?utm_campaign=Feed%3A%2Bfinsmes%2FcNHu%2B%28FinSMEs%29&utm_medium=feed&utm_source=feedburner

Starbucks and Alibaba for Partnership to Expand Delivery to 2,000 Stores In China – August 2018

What: A transformative strategic and exclusive modern retail partnership that will expand Starbucks' delivery and digital presence in China and act as a business accelerator. Starbucks will leverage all of Alibaba's properties, including **delivery platform Ele.me and supermarket chain Hema**, to expand delivery services throughout China.

Customers that use Alipay, Taobao, Tmall, or Hema has an integrated Starbucks virtual store - the mobile application embedded right into the **experience**. Starbucks will also collaborate with Ele.me, an Alibaba **food delivery platform**. With regards to Hema's small-scale supermarkets, Starbucks plans to build up to 500 "**Starbucks Delivery Kitchens**" that will service delivery orders for surrounding areas over the next several years.

Reference: https://www.cnbc.com/2018/08/02/starbucks-ceo-confirms-alibaba-partnership-china-delivery-expansion.html?_lsrc=b2e398fb-2503-4c2d-a647-862c9b0ea536

DXC Technology and AWS Collaborate to Modernize IT Services and Accelerate Client Migrations to AWS – August 2018

AWS announced a multi-year, global agreements to build a new multi-billion-dollar **DXC-AWS integrated practice** that will delivery IT migration, application transformation, and business innovation to global Fortune 1000 clients.

The new DXC - AWS Integrated Practice builds on the existing DXC and AWS relationship and is focused on enabling clients to easily migrate their existing IT environments and applications to the cloud. It is a direct response to growing client demand for integrated, highly-secure, industry-based solutions that leverage the advanced cloud technologies, reliability, scale, and pace of innovation of AWS. The practice is the centerpiece of a far-reaching, **multi-year agreement between the two companies that also encompasses joint development, marketing, sales, and delivery of AWS solutions.**

Reference <https://www.businesswire.com/news/home/20180807005910/en/DXC-Technology-Amazon-Web-Services-AWS-Collaborate>

Fortinet Signs Cyber Threat Information Sharing Agreement with IBM – August 2018

What: Both companies will **formally collaborate** through the **bi-directional sharing of cyber threat information** generated by Fortinet Forti Guard Labs threat research team and IBM Security's X-Force research team. The goal of the agreement is to proactively combat cyber and privacy threats globally and further provide mutual customers with threat insight, attack detection and prevention, and an integrated defense-in-depth strategy across an organization's entire attack surface.

Reference: <https://www.itvoice.in/index.php/it-voice-news/fortinet-signs-cyber-threat-information-sharing-agreement-with-ibm>

NTT to Combine Three Units to Create Japan's Largest IT Company– August 2018

What: The telecom group aims to take on IBM and Google with the combination

The Tokyo-based group will transfer shares in subsidiaries **NTT Data, NTT Communications and South Africa-based Dimension Data** to a new entity to be set up as early as this fall. The goal of the entity is to provide corporate clients with a wide range of services, including cloud storage and data processing. The group envisions merging the units into a single company later. NTT is also considering consolidating the group's retail services under mobile phone provider **NTT Docomo**. Those plans would see Docomo's fiber-optic internet network "docomo Hikari" merged with a similar fiber-optic service under NTT Communications called "OCN Hikari."

Why Important: Track mergers and acquisitions to determine potential market disruptions and impact to current, pending, or desired alliances and partnerships.

Reference: <https://asia.nikkei.com/Business/Companies/NTT-to-combine-3-units-to-create-Japan-s-largest-IT-company>

Analog Devices Partners with Baidu on Autonomous Driving– July 2018

Analog will work with Baidu Inc. to advance development of the **search engine autonomous driving technologies**. Initial focus will be on jointly developing sensing and navigation applications such as radar and lidar for Baidu's project Apollo.

Why Important: The number of alliances in the autonomous driving market continues to accelerate development and providing intelligent connectivity important for the future of smart traffic.

Reference: <https://www.cnn.com/2018/07/10/reuters-america-analog-devices-to-partner-with-baidu-on-autonomous-driving-project.html>

When Business Blows Up Policy: How to Regulate Disruptions – July 2018

When technology-based companies disrupt more than just their business sectors, governments are evaluating if, and how they should be regulated.

Why Important: As you evaluate new markets, ensure that environmental factors are taken into consideration and how they may impact your long-term success.

Reference: http://knowledge.wharton.upenn.edu/article/when-business-blows-up-policy-how-to-regulate-disruptions/?utm_source=kw_newsletter&utm_medium=email&utm_campaign=2018-08-07

GitHub and Google Reaffirm Partnership with Cloud Build CI/CD Tool Integration– July 2018

What: Despite Microsoft acquisition of GitHub in June 2018, both companies continue to work closely together.

Google announced at Google@Next the expansion of their partnership around Google's new CI/CD tool, Cloud Build.

Reference: <https://techcrunch.com/2018/07/26/github-and-google-reaffirm-partnership-with-cloud-build-ci-cd-tool-integration/>

Sixty Firms Apply to be Pioneers in Hong Kong Virtual Bank Financial Revolution - July 2018

The Hong Kong Monetary Authority (HKMA) is poised to issue the city's first virtual banking license by the end of 2018 - promoting **fintech and offering customers a "new kind of experience."**

Virtual banking, provides modern retail bank's services through the internet and goes a step further than the current online banking services. Virtual bank benefits include; no brick-and-mortar presence (optional customer service centers), ability to provide loans, operate savings accounts with no minimum account balance or low-balance fees as well as issue credit cards or offer online payment services. Sixty (60) companies, including Standard Chartered Bank, payment operator Yedpay! and online lender WeLab have indicated interest ahead of an August 31 deadline for applications.

Related article: China's Tech Giants Plan to Monetize User Base and Become Their Banker

Reference: https://www.scmp.com/business/commodities/article/2064018/chinas-tech-giants-have-bold-plan-monetise-their-user-base?utm_source=factiva&utm_medium=intranet&utm_campaign=syndication_campaign

Reference: https://www.scmp.com/business/banking-finance/article/2157198/hong-kong-prepares-usher-virtual-banks-60-firms-apply-be?_lsrc=a05a284f-5fa4-4e68-8cdo-4ecbad533adf

As Microsoft Gains Cloud Share, Competitors are Changing Their Stance– July 2018

What: New data is suggesting that Microsoft is posing more competition to Amazon in the public cloud market. The findings come as Amazon and Google release products that address the **hybrid cloud** rather than solely using public clouds.

On Microsoft's July 19 earnings call, Morgan Stanley analyst Keith Weiss asked CEO Satya Nadella about how customers are changing the way they use Azure. Nadella responded by saying that there haven't been drastic changes, but instead, a previously articulated approach, to provide the same tools to run applications in organizations' data centers and in the Microsoft cloud so that companies can move things to the cloud over time, is succeeding. The approach of providing common tools for on-premises and cloud applications is commonly known as hybrid cloud.

Reference: https://www.cnbc.com/2018/07/29/microsoft-gains-cloud-share-amazon-google-hybrid-cloud.html?_lsrc=4b38d308-e5ce-4da6-abc8-d8d8eg28bcd4

Samsung BioLogics Selects Veeva's Vault QualityDoc – July 2018

What: To provide **transparency into content status and processes** for internal and external users, partners, and suppliers worldwide, Samsung BioLogics entered into an agreement with Veeva. The company can also better scale its document control processes and ensure global alignment across the business.

Why Important: The solution will help support Samsung BioLogics' strategic vision and provide a single source of truth for quality documents. The announcement also demonstrates the need to identify and fill solution gaps to strength market position.

Reference: https://www.contractpharma.com/contents/view_breaking-news/2018-07-23/samsung-biologics-selects-veevas-vault-qualitydocs/?utm_campaign=Feed%3A%2BContractPharmaBreakingNews%2B%28Contract%2BPharma%2BBreaking%2BNews%29&utm_medium=feed&utm_source=feedburner

Accenture Launches Google Cloud Platform Business Group – July 2018

The Accenture Google Cloud Business Group (AGBG) will migrate and manage customer workloads to Google's cloud platform. Key focus areas include; **SAP applications, analytics, and machine learning**. In addition, the two companies will develop software and services that deliver data-driven insights to customers.

Why Important: The announcement is another milestone in Google's effort to lining up global system integrator and MSP relationships over the past year as well as unveiling a range of partner specializations.

Reference: <https://www.channeleze.com/news/accenture-launches-google-cloud-platform-business-group/>

Accenture Forms Strategic Alliance and Invests in Data Intelligence Company Ripjar – July 2018

What: Alliance with Ripjar, a UK based company, expands Accenture's security ability to assist organizations scale their approach to using **data analytics, machine learning, behavioral analytics, and advanced visualizations**. The company also made a minority investment in Ripjar through Accenture Ventures.

Accenture Security will leverage Ripjar's next-generation **strategic intelligence platform**, Labyrinth, to assist clients work on important strategic issues to include; public safety, financial crime, and the prevention and detection of cyberattacks.

Reference: <https://www.finanzennachrichten.de/nachrichten-2018-07/44343553-accenture-forms-strategic-alliance-and-invests-in-data-intelligence-company-ripjar-004.htm>

How Emotional Marketing Can Drive Business Growth – July 2018

What: Article highlights how hard it is to understand value and the science of pricing

Why Important: When creating and maintaining alliances and ecosystems, strong consideration and focus should be placed on how to improve the customer experience and related value to realize success. Ridhima Raina, a manager at Bain and Company, noted that "**Amazon succeeds because it delivers more elements of value to their customers than their competitors** do by saving companies time, simplifying lives, reducing effort and costs, offering variety, and providing quality."

Reference: http://knowledge.wharton.upenn.edu/article/emotional-marketing-messages-can-pack-twice-punch-functional-ones/?utm_source=kwn_newsletter&utm_medium=email&utm_campaign=2018-07-19

Broadcom to Buy CA Technologies for \$19B USD—July 2018

What: Semiconductor manufacturer Broadcom Inc. is buying New York City-based software firm CA Technologies for \$18.9 billion (all figures USD), in a bid to create what the former calls “one of the world’s leading **infrastructure technology companies**.”

Why Important: Track mergers and acquisitions to determine potential market disruptions and impact to current, pending, or desired alliances and partnerships.

Reference: <https://www.itworldcanada.com/article/broadcom-to-buy-ca-technologies-for-19-billion-usd/407053>

Where the Jobs are and Why Important – July 2018

What: The US Labor department announced job data. Health-care, manufacturing and business services industries led job gains for the month of June 2018.

Business Implications: Companies continue to find it hard to find skilled workers in several key vertical markets. Organizations should continue to monitor markets. The opportunity to provide **technology-based solutions** may aid companies in the completion of certain key functions and improve the overall customer experience. **The use of alliances and ecosystem can minimize the time to market.**

Reference <https://www.cnbc.com/2018/07/06/heres-where-the-jobs-are--in-one-chart.html?recirc=taboolainternal>

How Blockchain Can Transform Government – July 2018

What: Blockchain is one of the most significant, fundamental advances in digital platforms since the internet and also probably the most overhyped technology in current times, according to Kevin Werbach, Wharton professor of legal studies and business ethics, at the inaugural annual Penn Wharton Budget Model Spring Policy Forum, held recently in Washington. Key value: **blockchain can improve operations is in supply chains** — where goods and services flow among many different organizations around the world. Example: Werbach pointed to Walmart’s use of blockchain to track its produce. Before, if someone got sick from the produce, it would take the retailer 6.5 days to find out which farm it came from. After using the blockchain, “Walmart got it down to 2.2 seconds.”

Reference: http://knowledge.wharton.upenn.edu/article/blockchain-can-transform-government/?utm_source=kw_newsletter&utm_medium=email&utm_campaign=2018-07-05

Successful Companies Make Their Marketing and Tech People Talk to Each Other— June 2018

What: An interesting article on why internal communication is critical for long term success.

Businesses that **combine knowledge of data** with creative thinking are likely to do better than their competitors, growing their revenues at 10 percent a year, twice the average rate of S&P 500 companies per a recent McKinsey survey. Information can mean improving a **customer's experience** when they interact with a company, and 70 percent of the high-performing “integrators” McKinsey identified use advanced analytics to identify such insights.

Reference: https://www.cnbc.com/2018/06/18/successful-companies-make-their-marketing-and-tech-people-collaborate.html?_lsrc=48633cd5-971b-40d4-bdb5-9ecofbabc6a9

*Seeking Additional Alliance Trend Insights?***Strategic Alliances Market Activity and Trends Update, CY 2018**

May 2018 | Doc #US43215018

Companies in the Spotlight



Wizdom

Technology (Themes) Focus: Intranet-in-a-box / Digital Workspace Provider

Verticals: All

Headquarters: Copenhagen, Denmark

<https://www.wizdom-intranet.com/>

Contact: Jaap Mantel, Head of North America

What? Wizdom is a comprehensive and mature Intranet-in-a-box solution provider in the world. The company implements, configures, and realizes world class digital workspaces in very little time. We help organizations realize their business goals through organizing their content, news, processes, departments and how they work together on projects.

Why Should You Care? Wizdom has a very dominant market share in Europe and has now expanded its offices into North America. Wizdom has received several awards by independent firms. We're aligning ourselves with some of the top integrators in the world and we're ready to make a big impact in North America. To do this we seek alignment with interested parties who share our passion and who want the best for their customers.



Company: DriveScale

Technology Focus: Software Composable Infrastructure, disaggregation and composability between compute and storage

Verticals and Other: Financial Services, Healthcare, Oil & Gas, and Public Sector. Horizontals such as the SaaS market, where webscale infrastructure is required.

Headquarters: Sunnyvale, California

<https://drivescale.com/>

Contact: Alan Butler, Vice President - Global Alliances & Business Development

What? Global Alliances at DriveScale includes strategy, business development and execution for technical and strategic partners globally. DriveScale is the leader in Composable Infrastructure for enterprise data centers. The DriveScale Composable Platform disaggregates compute and storage resources, and quickly and easily composes them into infrastructure optimized for dynamic, data-intensive workloads such as big data, analytics, and AI. DriveScale's platform is open and works with a large ecosystem of ISVs, IHVs and GSIs. Global Alliances creates and drives this ecosystem to bring a complete solution to our enterprise customers.

Why Should You Care? DriveScale is creating a new sticky relevance between the ISV's and OEM's which allows them to forge GTM access and leverage GSI's, Channel Partners, and End Users. When you are creating a new space it's important to be able to highlight why such ISV/OEM/GSI's care in the first place. The strategy behind managing all three groups includes the following:

- The ISV's don't have a strong proactive need to care about the OEM's (infrastructure firms).
- The OEM's don't traditionally understand how to create a sticky relevance with such ISV's.
- Both the ISV's and the OEM/IHV's care about the reference sale, and the drag that strategic engagements in Tier 1 GSI's drive



Company: Seceon

Technology (Themes) Focus: Cybersecurity, Data, Applications and Network security

Verticals: All verticals

US Offices: Westford, MA

www.seceon.com

Contact: Arun Gandhi, Director of Product Management

What? Seceon provides **industry's first fully automated comprehensive cybersecurity platform, called Seceon Open Threat Management (OTM)**, that helps organizations safeguard their valuable information and people. OTM **proactively detects threats-that-matter and empowers SOC / IT teams to contain and eliminate them automatically** making it easy for enterprises and small-to-medium sized businesses (SMBs) to detect and eliminate all types of cyber security threats as soon as they are uncovered.

Why Should You Care? Security landscape is increasing with frequent, aggressive, and potentially devastating cyber threats to businesses of all sizes and at all times (24x7x365). The time and resources required to protect sensitive data is prohibitive for many companies. Moreover, the multiple silo solutions implemented by organizations today for data security leave plenty of gaps for hackers. Seceon's aiSIEM and aiMSSP solutions, built on the OTM Platform, deliver high efficacy alerts with actionable intelligence at affordable costs enabling SMBs and enterprises to protect against all known and unknown threats in real-time. The **company sells its solutions through a growing list of partners globally and is always looking for partners who share their passion for providing comprehensive cybersecurity in this digital age.**



Company: Astute

Technology (Themes) Focus: Customer Care and Artificial Intelligence

Verticals: Retail, Grocery, CPG, Restaurant, Financial Services, Airline, Auto, Hospitality

Headquarters: Columbus, Ohio

<https://www.astutesolutions.com>

Contact: Shellie Vornhagen, SVP Marketing (info@astutesolutions.com)

What?

Astute is building the future of customer engagement. Our AI-driven technology powers the customer experience at more than 2,000 of the world's leading consumer brands in over 100 countries. Astute's software enhances customer engagement by contextually blending human and artificial intelligence, enabling companies to provide more efficient service, gain customer insights, and increase brand loyalty.

Why Should You Care?

Astute's technology makes complex customer interactions simple, whether we work directly with brands or through one of our global contact center solution partners. Astute infuses AI into agent tools, like CRM/agent desktop and social care, as well as customer self-service, like chatbots and smart escalation, to help brands better communicate with their consumers.

Increase Market Awareness and Spotlight Activities



- Establishing new and exciting strategic alliances? Recently enhanced a best practice that resulted in greater strategic alliance operational efficiencies or stimulated greater partner participation? Willing to share a new business approach?
- An **IDC Vendor Profile** can provide your organization with greater exposure and industry awareness in efforts to drive new alliance opportunities. Contact Chris Webber (cwebber@idc.com) if you are interested in discussing or finding out more information.

Strategic Alliances Leadership Council - December 6, 2018

Your topics Your Discussion Your opinion



- **Where:** San Mateo Marriott, San Mateo California
- **Email** cwebber@idc.com
- **Key Agenda Topics Planned**
 - Managing, Monetizing, and Maximizing the Value of Strategic Alliances and Ecosystems
 - Strategic Ecosystem and Alliances Trends and Insights
 - Aligning Alliances with Agile Development and Overcoming Communication Barriers for Greater Success
 - Creating Disruption and Opportunities
 - Best Practices in Building Strategic Alliances and Ecosystems
 - End User View on Value of Alliances and Ecosystems and How Open API Platforms are Changing the Way Organizations Need to Evaluate Partnerships and Alliances: Matthew Douglas, Chief Enterprise Architect, Sentara Healthcare / Optima Health



Mark Your Calendar and Save the Date Reminder Below!



Save-the-Date IDC
Strategic Alliances Le

- **Program Members - Register Now via email to cwebber@idc.com**
 - **Why Attend? The Strategic Alliances Leadership Council provides an unique opportunity to**
 - Discuss your critical business challenges and brainstorm solutions with key decision makers,
 - Gain new vertical and alliance perspective from variety of organizations,
 - Obtain latest strategic alliance related IDC research, and have the
 - Ability to network and discuss possible collaboration opportunities with peers

For Discussion - Market Trend Opinions

Ecosystems are the New Black in Partnerships
Chip Rodgers, VP Marketing and Alliances, WorkSpan Inc.

Background

In today's hyper-competitive market, the partnering landscape has shifted dramatically. Partnerships are no longer simple, one-on-one relationships. Companies that are winning in the market are building a strong and effective ecosystem of a variety of partners around them to plug and play the right partner at the right time and build innovative joint solutions that meet the ever-increasing needs of demanding customers.

In a recent Accenture survey of over 1,200 CEOs across a broad range of industries, 76% of CEOs say current business models will be unrecognizable in the next 5 years and ecosystems will be the main factor driving change. 81% say that ecosystems allow their organizations to grow in ways otherwise not possible. Those are some mind-blowing statistics from senior leaders around the world. An IBM survey of over 2,100 CEOs globally, 57% of the top performing CEOs said they "will collaborate with partners to create new products and services". For the lower performing companies, only 27% said the same thing.

Opportunities/Discussion

This is not a flash in the pan, but a major and sustained shift in the way senior leaders think about how to effectively address the needs of their customers. The message is clear -- To be successful, companies must nurture and grow an ecosystem of partners around them to broaden their reach, create innovative combinations of products, services, software, and hardware, leverage each other's brand power, or take advantage of specialized capabilities or expertise and meet customer demands in today's hyper-competitive markets.

As alliance leaders, we are at the nexus of this growing trend and in a unique position to help lead our organizations to new markets, new solutions, and new innovations for our most demanding customers. Go get 'em!

Share Your Thoughts: Opinion on the Topic? Send to cwebber@IDC.com

Ensure Your Opinion is Heard



- **Participate in the Strategic Alliances Quarterly Survey Process**

- A brief 10 question quarterly **anonymous** surveys (administered by Survey Monkey). Please participate and make your voice heard! **The quarterly surveys will also provide you with an additional vehicle to voice your priorities and areas of interest.** Note: The summary findings and *IDC insight will be shared at the December 2018 Strategic Alliances Council.*
- **Recent Survey: Alliance and Channel Communications**

Please send to Chris Webber (cwebber@idc.com) your areas of interest or any suggested topic. In addition, **your organization can have multiple participants involved in the survey.** To add a name, please forward the individual name(s) and related email address(es) to be included in the survey mailing list.

Strategic Alliances Quarterly Newsletter - Keep Your Organization Informed About IDC Strategic Alliance Highlights



- If you know of anyone within your organization who would be interested in receiving future quarterly highlight emails, please send an email to Chris Webber (cwebber@idc.com)

GDPR Compliance Notice

IDC respects your privacy and follows the compliance requirements associated with GDPR. **If you no longer wish to be included in future newsletters,** please contact Chris Webber (cwebber@idc.com).

Recent Available IDC Strategic Alliances Related Research Reports (June 2017 – September 2018)

Reminder: Login to IDC.com for document access

- **Note: A Webinar can be scheduled to discuss the various strategic alliances related research insights with you or an internal group and peers**

Latest

Changing Player Roles in the Strategic Alliances and Ecosystem Model

Jun 2018 | Doc #US43215218 | Market Presentation

Customer Outcome and Platform Evolution Implications

Jun 2018 | Doc #US43215318 | Market Presentation

Strategic Alliances Market Activity and Trends Update, CY 2Q18

May 2018 | Doc #US43215018

Strategic Alliance and Ecosystem Life Cycle

APR 2018 | DOC # US42666818

Other Documents of Interest

IDC's Worldwide IT Channels and Alliances 2018 Predictions

Feb 2018 | Doc #WC20180201

[Steve White](#), [Christopher Webber](#), [Brendan Rouse](#), [Pam Miller](#), [Paul Edwards](#), [Hannah Breeze](#), [Margaret Adam](#)

IDC Strategic Alliances Leadership Council, December 2017: Effective and Creative Solutions to Maximize Opportunities and Financial Results

Jan 2018 | Doc #US43214918

Strategic Alliance Leadership Council: Maximizing Three Dimensional Relationships

Jan 2018 | Doc #US42667018

Strategic Alliance Leadership Council: Presentation Addressing Growing Requirements with Limited Resources

Jan 2018 | Doc #US42666918

Leading Indicators in Defining Success

Nov 2017 | Doc #US42233617

IDC Market Presentation provides a strategic alliances partner analysis and best practice concepts for discussion that are being adopted by various organizations to assist them in identifying leading indicators in defining success.

Strategic Alliances Market Activity and Trends Update, November 2017

Nov 2017 | Doc #US42234017 | Market Presentation

IDC Market Presentation provides continued insights to the various strategic alliances taking place in the world from late 2015 until October 2017. The evolving partner role in a complex DX economy and why strategic alliances are being utilized and necessary to address solution gaps and create competitive advantages are evaluated.

Identifying Strategic Alliance Gaps

Nov 2017 | Doc #US42233517 | Market Presentation

IDC Market Presentation offers a best practice methodology for identifying, evaluating, and addressing strategic solution gaps. In addition, current insight is provided on how enterprise organizations are addressing solution gaps through strategic alliances and partnerships.

Achieving Greater Success and Solutions Through Partner Alliances: Red Hat

Nov 2017 | Doc #US43176417 | Vendor Profile

IDC Vendor Profile describes the relationship between Red Hat Inc., an American multinational software company that provides a comprehensive portfolio of products and services (cloud management, middleware, operating system, storage, virtualization, infrastructure management, IoT, block chain, containers, security, and mobile) using the same open, collaborative business model and an affordable,

predictable subscription, in collaboration with a strategic ecosystem of IT leaders, open source advocates, developers, and partners to create a better foundation for the future of IT.

IDC Strategic Alliances Leadership Council, June 2017: Ongoing Exchange of Insights and Best Practices

IDC Market Perspective highlights key insights shared at the June 2017 IDC Strategic Alliances Leadership Council. The council provided key dialog on many challenges currently facing organizations and areas of opportunity in the digital transformation (DX) economy.

Human Capital — Ingredient for Success

IDC Presentation provides insights related to the various staffing and talent challenges currently facing strategic alliances organizations in the DX economy. In addition, the emerging roles and corresponding expertise requirements within strategic alliances organizations are reviewed and recommendations provided.

Strategic Alliances Market Activity and Trends

IDC Presentation provides insights to the various strategic alliances taking place in the world from late 2015 until June 2017. The evolving partner role in a complex DX economy and why strategic alliances are being utilized and necessary to address solution gaps and create competitive advantages are evaluated.

Despite Numerous Benefits, Standards Are Not a Guarantee of Success

IDC Presentation provides an evaluation of the recent ISO standard 44011 and its potential impact on the development of building and developing effective competitive business relationships.

Building a Strong Partner Alliance Network That Is Mission Critical to a Successful Business: Citrix Systems

IDC Vendor Profile describes the relationship between Citrix Systems Inc. — an American multinational software company that provides server, application and desktop virtualization, networking, software as a service (SaaS), and cloud computing technologies — and its strategic IT partners.

Strategic Alliance Requirements

Mar 2017 | Doc #US42234317 | IDC Presentation

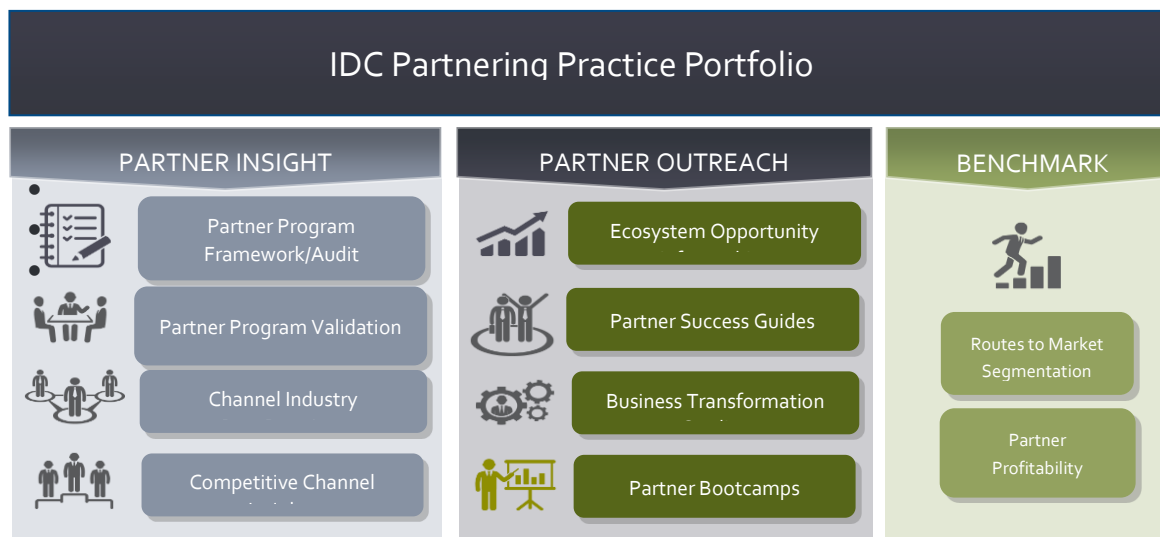
IDC Presentation continues the discussion on the critical role of strategic alliances in an environment experiencing rapid transformation. It provides a perspective related to the identification of the required initial strategic alliance planning activities that are required to ensure success.

Planned Strategic Alliances Research

- Communications – the "Secret Sauce"
- Strategic Alliance Insights Related to Organizations on the Forefront of Emerging Technologies
- Requirement or Opportunity? Now What?
- Best Practices, Methodologies, and Action Plans
- Platform and Ecosystem Insights

Seeking In-Depth Data or Analysis? – Focused Consulting

- If you are seeking additional insights or analysis, please contact us.



By combining direct partner feedback with IDC channel analyst expertise, IDC's partnering practice provides timely insight for today's channel executive.

About IDC

International Data Corporation (IDC) is the premier global provider of market intelligence, advisory services, and events for the information technology, telecommunications, and consumer technology markets. IDC helps IT professionals, business executives, and the investment community make fact-based decisions on technology purchases and business strategy. More than 1,100 IDC analysts provide global, regional, and local expertise on technology and industry opportunities and trends in over 110 countries worldwide. For 50 years, IDC has provided strategic insights to help our clients achieve their key business objectives. IDC is a subsidiary of IDG, the world's leading technology media, research, and events company.

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