

Best Practices in Partner Ecosystems

Ecosystem Value Maps

Problem

Business Ecosystems are a rapidly growing business model at the start of the 21st century. Companies of all kinds in multiple sectors are beginning to wake up to the untapped value in their formal or informal ecosystem of relationships with other partner companies.

However, this awakening of interest has brought with it a plethora of additional problems principally around the question of complexity.

Ecosystem executives are finding it hard to juggle the number and disparate nature of multiple key stakeholders, whilst at the same time demonstrate the value created for each member of the ecosystem.

What is needed is a tool which can show the nature of these relationships dynamically and which is capable of modelling different structures of ecosystems quickly and efficiently.

In other words ecosystem leaders need to be able to brainstorm and envisage different approaches to their current ecosystems in such a way that greater value is created for all participating members (including customers!).

Solution

The solution could be the creation of an Ecosystem Value Map.

Such a map would identify and show visually the value that the ecosystem currently creates and would map the value 'flows' from one partner to another.

In addition in a perfect world such a map would be capable of real time amendment and modelling and hopefully the creation of alternate templates of creation to demonstrate various options to ecosystem curators in how to grow the selected ecosystem.

The value would not just be in the creation of a dynamic model, but rather in the process used to create the model.

In other words the active and purposeful collaboration of multiple stakeholders to contribute knowledge, expertise, experience and insights into a common 'picture' of the ecosystem massively accelerates the understanding and consensus of all the parties in the ecosystem.

An example of such an ecosystem value map is included overleaf. This dynamic model has been created using the Transformation Accelerator[®] platform from Tr3dent Ltd.

Uses

Value Leakage

A well designed value map can show you where value is 'leaking' from your ecosystem and point you in the right direction to plug the value leakage gaps.

Modelling Growth

Many organisations have developed their ecosystems opportunistically and they now face the problem of how to scale their ecosystems effectively. The modelling aspect of a value map allows users to try out various models of expansion before settling on the most appropriate.

Creating New Products or Services

Co-innovation is a notoriously difficult thing to accomplish in practice. Value maps can help by allowing effective brainstorming by a wide range of alternate users which often leads to insights which generate new approaches to product or service delivery.

Single Version of the Truth

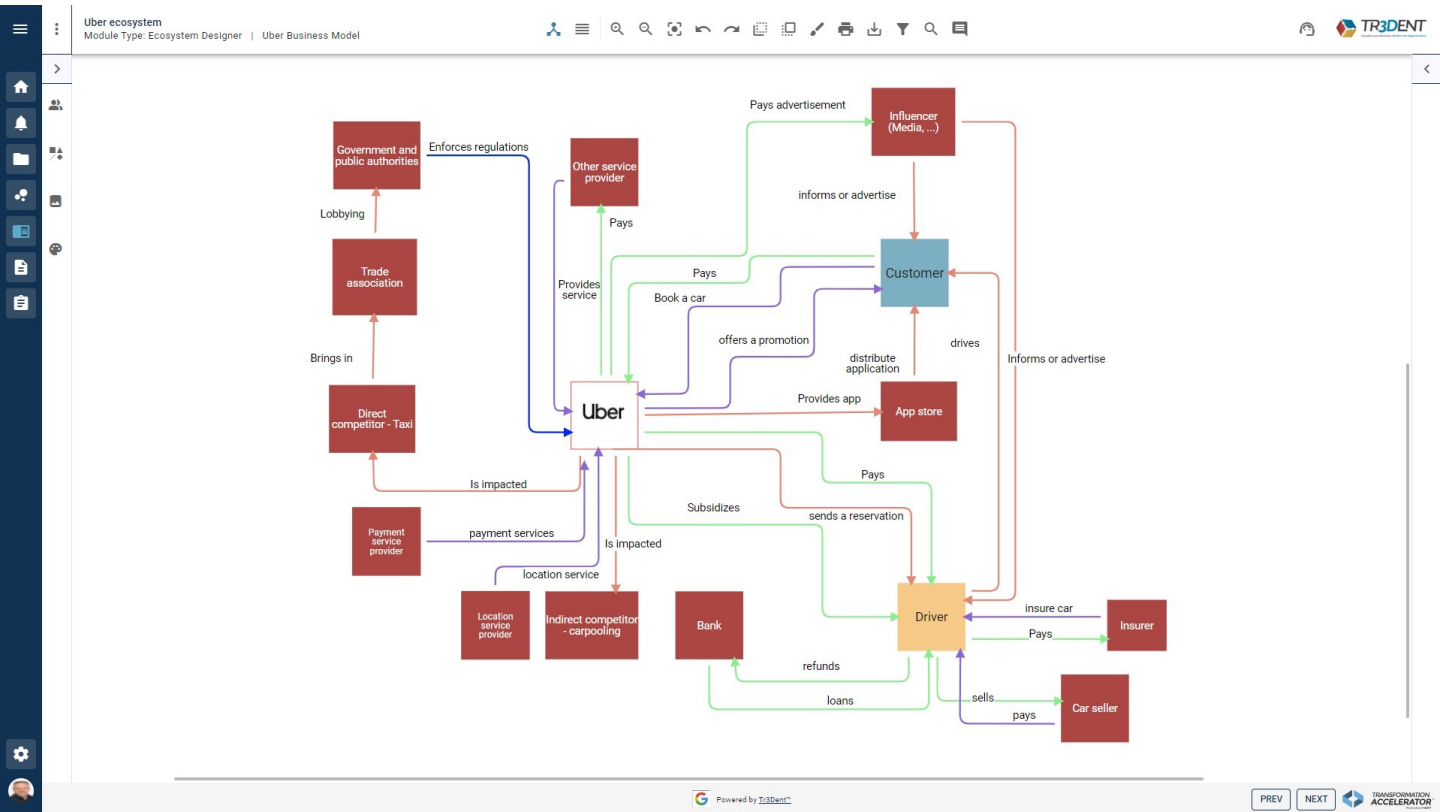
A single diagram which has been validated by all the key stakeholders allows for a single version of the truth. Which means that all the key stakeholders have a common and agreed understanding of the key aspects of the ecosystem and how it works.

Accelerate Collaboration

Finally, the fact that value maps can be constructed remotely by different stakeholders massively accelerates the degree of collaboration possible.

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An example of an Ecosystem Value Map showing the key stakeholders, the value flows and the key interactions in the process. Courtesy of Tr3dent Ltd

To find out more please contact us on 01926 77 13 43 or at: info@alliancebestpractice.com