



Building and cultivating an effective partner ecosystem

ANA Financial Management Conference

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Introductions



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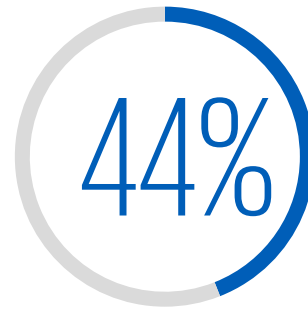


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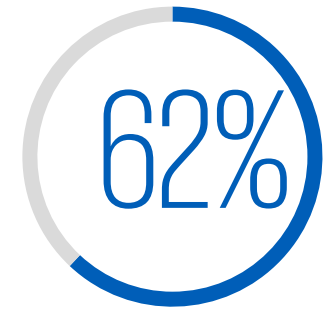
A partner ecosystem amplifies an organization's footprint providing an undeniable competitive edge through innovation and growth opportunities.



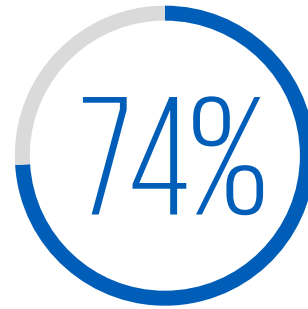
Recent pandemic has magnified the importance of partner ecosystems as companies re-evaluate their operations.



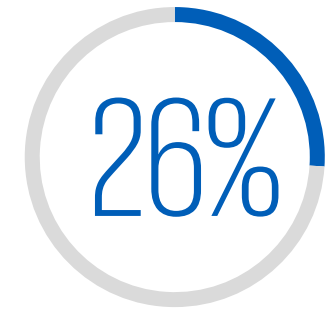
of US marketers have experienced **budget cuts** this year¹



of US marketers believe the role of **marketing has increased in importance** in 2020²



of multinational brands are **auditing their current agency roster** to find the right model and mix³



of US marketers planned to **consolidate their agency rosters** into fewer agencies⁴

FROM

Transactional

Focused on cost reduction

Goal of minimizing number of agencies

In-house vs. External

TO

Strategic

Focused on overall value

**Goal of maximizing the value
provided by each agency**

Integrated ecosystem

Take aways

Organizations must reevaluate traditional levers of extracting value from its partners while keeping an eye toward the future.

1

Take stock of your internal operations

Understand the importance and value each partner brings to your organization.

2

Shift operations to respond to this climate

Execute crucial short-term actions to shore up working capital, cost savings, and risk.

3

Face the new reality of supplier centricity

Rally around your strategic suppliers by finding win-win solutions that keep them viable in our new reality.

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Sources

- 1 The Annual CMO Spend Survey Research: Part 1.” Fielded from March to May, 2020
- 2 The CMO Survey: Special COVID19 Edition, June 2020
- 3 “Roster arrangements under review at 74% of multinational brands”, World Federation of Advertisers, June 12, 2018,
- 4 New Year Outlook, 2019 Survey Report, RSW/US, January 9, 2019



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