



Guidacent Business Brief

Strategic Partnerships

Making the Marriage Work
A Professional Consulting Checklist



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part ♦ ner (noun / verb)

1. a relationship between two commercial enterprises.
2. falls short of a legal partnership entity, agency, or corporate affiliate relationship.
3. formalized by one or more business contracts

What makes a good partnership? You might look at your business-to-business partnerships the same way you evaluate a new hire: based on the **quality** of the portfolio, the **experience** and the level of **availability** to help you be successful (however you define “success”).

Let’s explore some of the characteristics of what makes a good strategic partner (like Guidacent)...

Let’s get married!

Okay, that’s not what this business brief is about. But what it IS about is the essential values that make a strong Strategic Partner in today’s shifting business operation landscape.

It’s a familiar story: you have a solid understanding of your business drivers—you even have some great clients. But some of the services or products that keep surfacing in your discovery phases, are outside your organization’s scope of delivery.

What happens next? That depends on whether you have established credible partnerships and alliances with organizations that compliment what it is you do and sell.



There are only three ways to grow your business footprint in the market: **Buying** into the market (meaning you are investing in new technology or people), **building** your offerings using internal sources (which means extensive resource overhead and probably the needed real estate to support the effort), or through **strategic partnerships**.

Building partnerships through strong business development efforts means identifying the best opportunities to grow your business operations by introducing complimentary resources and services to make your brand even stronger.

According to McKinsey, by 2025, nearly a third of total global sales is predicted to come from ecosystems (cross-industry players working together to create solutions). By 2032, Accenture reports that ecosystems could bring \$100 trillion worth of value to businesses and the communities they serve.

95% of Microsoft's revenue flows through partners.

Accenture also reports that 84% of companies state that ecosystems are important to their strategy. Meanwhile, 76% believe that in the next five years, ecosystems will cause business models to become unrecognizable from their present state.

Your strategic alliance with Guidacent will help you establish an expanded ecosystem that will maximize your competitive advantage. And by ensuring you have the right blend of products and services in your portfolio means your market presence and expanded influence continue to be designed with you in mind.

Guidacent's relationships are taligned with key market drivers, providing services that are highly sought after to address and mitigate key business problems—regardless of your organizational size or demographic.

**BusDev Statistics that You Need to Know*

- 30-50% of all deals go to the first business organization that responds
- 57% of businesses use partners to attract new customers
- 2,000 new alliances are formed each year
- 75% of world trade flows indirectly
- Partner websites comprise 74% of the deals

With **75%** of **world trade** flowing from indirect sources, partnerships, **business channel** relationships and strategic alliances have become integral parts of the "**Bottom Line**" for organizations wanting to advance their market share.

*Source: <https://breezy.io/blog/strategic-partnership-stats>



Evaluating a partner program that is currently in flight means diving deeper than just listening in on the monthly wrap-up calls.

Strategic partners are businesses—just like yours—that are achieving their objectives but know there is strength in building alliances with like-minded groups.

A proven indication that the organizations you align with are a good fit often start by reviewing their current partner structure and how mature that partner structure is (and what it is currently doing to impact their bottom line).

Running a business can often feel like an up-hill battle. Our customers are involved in many business sectors including Healthcare, Finance, Manufacturing, and Retail.

Contact Guidacent today to discover how our professional consulting and advisory services can compliment your business portfolio. Our team of experienced, certified Information Security Professionals can help any size organization, regardless of where you might find yourself on your path through the shifting business landscape.

Guidacent offers a highly effective, proven delivery model which is centered around the fundamental characteristics of any good business plan: to deliver a product or service with better quality and more efficiently to more target clients than your competition. And with decades of experience across multiple business disciplines, Guidacent can help your business achieve even greater success.

Your Success is Our Priority...

- Cybersecurity Services
- Cloud Transformation Solutions
- Business Data Intelligence
- Program Leadership
- Custom Application Development
- Project Rescue & Remediation

Ready to marry up your needs with a **great partner**?

Guidacent can help your business **climb to new heights** as we help you look at your current business landscape with **fresh perspectives** and new services!

Go to **info@Guidacent** to start the conversation

Because Your Success is Our Business

The backbone of any business is built on the strength of its people. Guidacent understands the margins between success and failure can be tied to the next decision. We help your business make the right ones as you continue on your path to achieving greatness.