



# Strategic Partnerships for Product Success

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Anna Susan Geevarghese, GE Power Digital

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**Imagination at work**

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# Winning with Partners

## **GTM/ Commercial Scale**

Leveraging for market access and geographic expansion...creating exclusivity around the product stack.

Leveraging to validate/support the SW solutions (i.e. – Industry advisors, regulators, etc.)

## **SW technology**

Winning the Solutions space by bundling and/or technical integrations w/ key SW vendors...maximizing value to the customer

## **Data Sources**

Ingesting feeds from relevant data services through partner relationships to deliver richer capabilities

## **Advisory**

Incubate new technologies providing clear use cases, PoCs and opportunity to scale

Engage with academia and key industry representatives to leverage their expertise in our solutions and market approach



# Type of Partners

System Integrators (SI)	Solution and Integration expertise for deployment, GTM and commercial outreach
Software Partners (ISV)	Technical Integration to expand the solution value and interoperability
Data Sources	Data needed to make the analytics better and useful
Advisory	Key industry and academic partners for research and co-innovation



# Why work with partners?

## Partners benefit Solutions

- Scaling the ecosystem – more solutions and benefits available to customers, more revenue opportunities for you and your partners.
- Partners can build a franchise around non-core aspects of the solution stack.
- Speed to market. We can reach more customers faster through partners.
- Access to decision makers. We can leverage partners to influence decision makers where your access and influence may be limited.

## Partners enhance sales team effectiveness

- Partners can bring additional perspective on customer pain points and help craft message.
- Partners can expand reach and influence within customer organization.
- Partners generate leads that can augment sales.

