

## Next Generation Ecosystems

TELLUS Research has invested into studying leading ecosystems and how they have evolved. With technology trends, such as Social Software, Cloud Computing and Service Orientated Architectures (SOA), we are seeing a pressure to evolve from traditional hub and spoke ecosystem models to Partner-To-Partner (P2P) network models. Recent studies by IDC show conclusively the power of P2P networking and what performance gains can be achieved across the whole ecosystem.

TELLUS has created a workshop package to educate management teams on the use of social media and cloud computing in a B2B context and merging social strategies with next generation ecosystem development best practices.



### Social

#### **Implementing Effective B2B Social Networking Strategies**

The presenter will go through what works and what doesn't with concrete examples. We will address ways to monitor progress and provide a scorecard for measuring success.

*Deliverable: Actionable roadmap to leveraging the power of social media in a B2B context*



### Cloud

#### **Enabling P2P Collaboration**

We will outline areas of P2P collaboration and potential productivity gains. The presenter will cover leading ecosystem models and technology platforms.

*Deliverable: Blueprint for a network of partners that will leverage the power of P2P interactions*



### Service

#### **Creating Transparent Networks**

Technology offers the capability to integrate across networks improving flow, visibility and productivity. We will cover best practices enabled by latest technology trends.

*Deliverable: A framework for integration across the networks*