

# Trends in B2B Partnership

Accenture Development Partnerships



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**accenture**

*Business Call to Action*

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consulting | technology | outsourcing

# Objectives

- Provide a view on the key drivers of B2B partnerships within the context of 'convergence economy'
- Discuss emerging themes and accelerators for B2B partnerships at the base of pyramid

# Brief Overview on Accenture Development Partnerships (ADP)

Accenture Development Partnerships is a not-for-profit '**Corporate Social Enterprise**' which channels the *core capabilities of Accenture*—a global management and technology consulting firm with 244,000+ people in 120 countries – to organizations working *to further international development*.

## Quick Facts

- **500+ projects** in **70+ countries**
- **120+ clients** – donors, NGOs, and companies
- Involved **850+ Accenture employees** on 3-6 mo projects since 2003

## Our Drivers

- **Differentiated career development**
- Sustainable, **innovative business**
- Focus on **cross sectoral partnerships** to create linkages **with our corporate clients**

## Select ADP clients:

### Donors



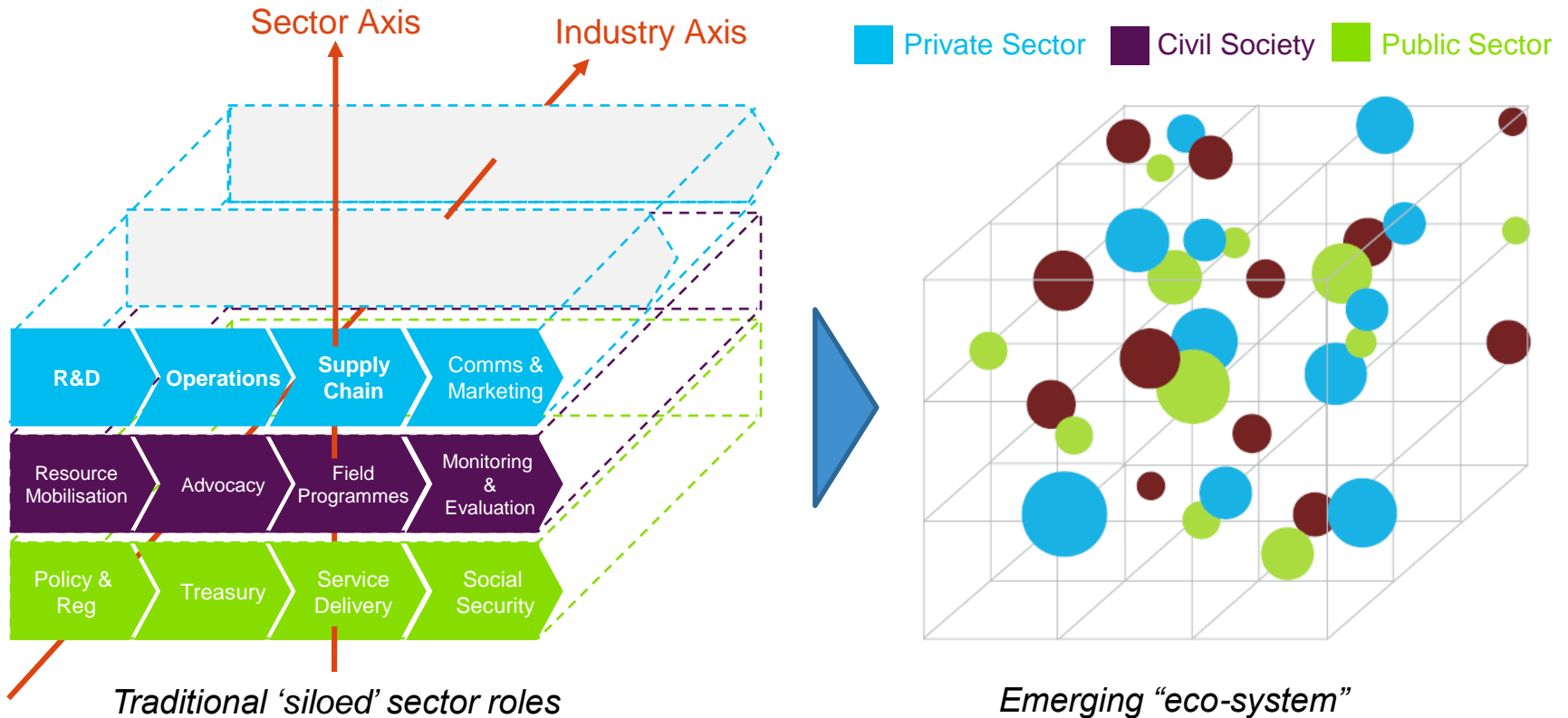
### NGOs



### Companies



# What is the “convergence economy” and why does it fuel innovation in B2B partnerships at the BoP?



- Emerging “convergence” eco-system is blurring the traditional sector and industry roles
- Businesses can thus partner in new ways, and with other sector actors, to develop, deliver & finance *convergent solutions* to business and social challenges

# Why are companies seeking greater B2B partnership to serve the base of the pyramid?

- **Convergence of issues and interests** creates a value proposition for partnership –

Working together to address complex, inter-connected development challenges can yield **business opportunities**:

- ✓ Access markets
- ✓ Access suppliers
- ✓ Reduce risk
- ✓ Tap new talent
- ✓ Fuel innovation

**1-to-1 Partnerships**  
**Alliances & Coalitions**  
**Partners Across Industries**  
**Partners Within Industries**

- Complementary capabilities and knowledge
- Partners' network of relationships
- Investment multiplier, lower start-up capital
- Increased reach and scale

# How are B2B partnerships in developing economies different ?

## Convergent **business models**

- **New business partners** – hybrid, ‘social’ businesses
- **New measures** for success with greater emphasis on ‘shared value’ and sustainability

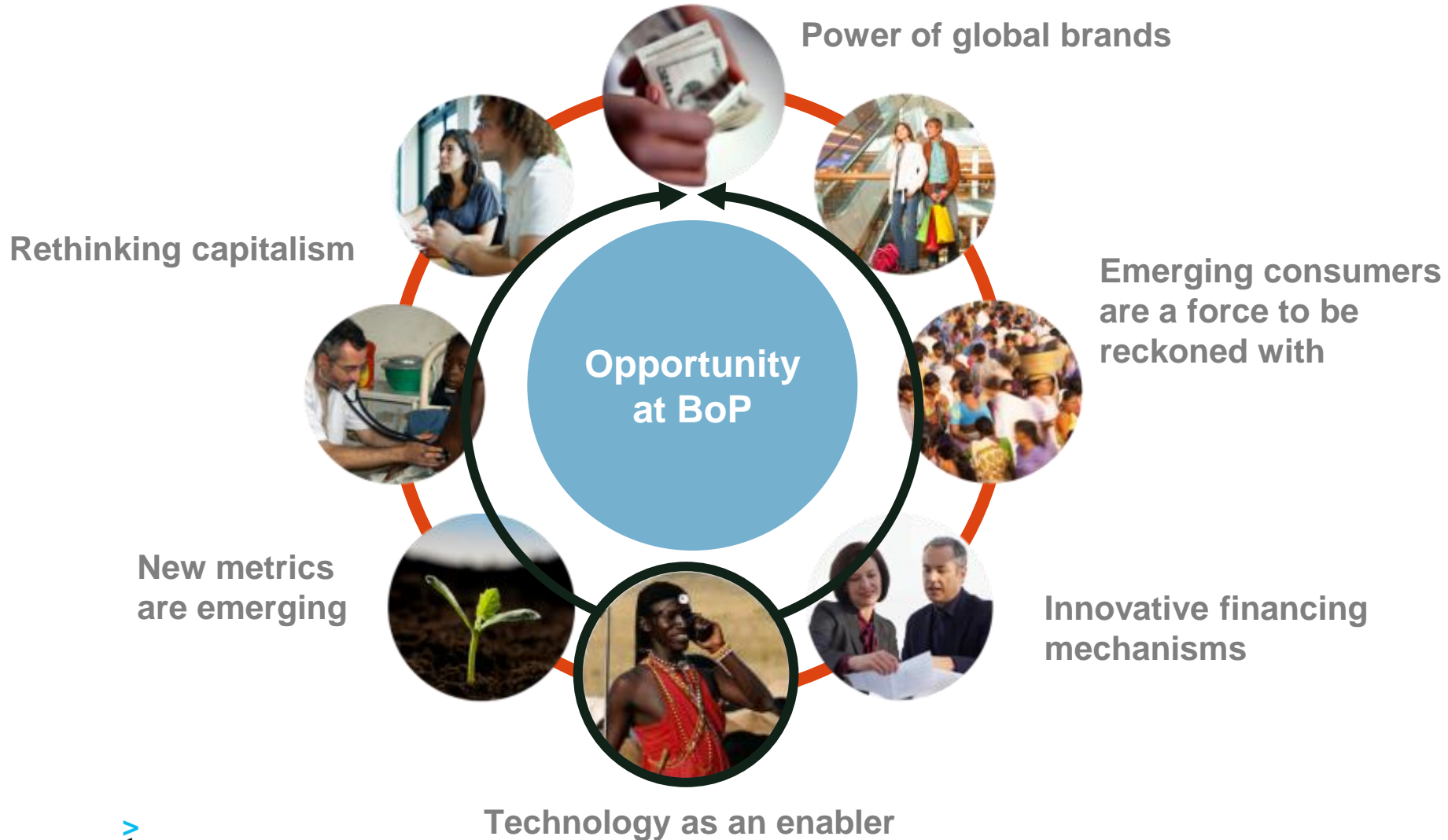
## Convergent **delivery models**

- **Going it alone is too costly** – To deliver services at scale, companies must overcome challenges of limited infrastructure and marketing, at lower margins – often by harnessing the technology, logistics, competencies, people, and reach of partners
- **New platforms for growth** – mobile, rural distribution networks, microenterprise

## Convergent **financial models**

- Emerging market business units can access more ‘**patient capital**’
- Growing ‘**impact investment**’ to fund companies by lowering investment hurdles
- **Carbon market** may offer a way forward

# What trends are going to accelerate companies investment in B2B partnerships to serve the **base of the pyramid**?



# Want more? See recent Thought Leadership

## Convergence Economy: *Rethinking International Development in a Converging World*

- Paper co-authored by ADP and Accenture Sustainability practice
- Based on ADP experience, Accenture research and interviews
- Brings a new definition to cross-sectoral partnerships and gives a vision of a new systemic approach to development issues

[http://www.accenture.com/SiteCollectionDocuments/PDF/Accenture\\_Development\\_Partnerships\\_Rethinking\\_International\\_Development\\_in\\_a\\_Converging%20World.pdf](http://www.accenture.com/SiteCollectionDocuments/PDF/Accenture_Development_Partnerships_Rethinking_International_Development_in_a_Converging%20World.pdf)



## Connected Agriculture : *The role of mobile in driving efficiency and sustainability in the food and agriculture value chain*

- Paper co-authored by Vodafone, Oxfam and Accenture
- Considers how mobile technology can help the challenge of feeding a growing world population
- Details 12 mobile-based opportunities in the agricultural sector with estimates of outcomes

[http://www.vodafone.com/content/dam/vodafone/about/sustainability/2011/pdf/connected\\_agriculture.pdf](http://www.vodafone.com/content/dam/vodafone/about/sustainability/2011/pdf/connected_agriculture.pdf)

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