OEM Partnership in the Digital Economy: Driving Business Value

What drives OEM partnership?

- 75% of respondents believe OEM partnerships help drive innovation, improve time to market, and reduce cost through third-party partnerships.
- 25% of respondents believe OEM partnerships help improve customer service to drive business growth.

87% of respondents believe OEM Partnerships help achieve targeted business goals.

Benefits of OEM Partnerships

- 31% of respondents believe OEM partnerships help reduce operational costs.
- 20% of respondents believe OEM partnerships help increase revenue.
- 17% of respondents believe OEM partnerships help improve customer satisfaction.
- 12% of respondents believe OEM partnerships help improve business agility.

Disrupting business value through digital technologies

- 88% of respondents believe that emerging technologies such as AI, multi-cloud, IoT, and AR/VR will have a significant impact on business value.
- 75% of respondents believe that emerging technologies will disrupt industries in the next 5 years.

Driving Cost Reductions — A Budget Outlook

- 52% of respondents believe that OEM partnerships help reduce overall technology budgets.
- 42% of respondents believe that OEM partnerships help reduce individual department budgets.
- 32% of respondents believe that OEM partnerships help reduce technology costs.

What is the future of OEM partnerships?

- 45% of respondents believe that OEM partnerships will become more important in the next 5 years.
- 35% of respondents believe that OEM partnerships will remain stable in the next 5 years.
- 20% of respondents believe that OEM partnerships will become less important in the next 5 years.

In conclusion, OEM partnerships are critically important to reduce costs and increase business value. Emerging technologies such as AI, multi-cloud, IoT, and AR/VR will have a significant impact on business value and will disrupt industries in the next 5 years. OEM partnerships will become more important in the next 5 years, and companies should focus on reducing overall technology budgets and technology costs.