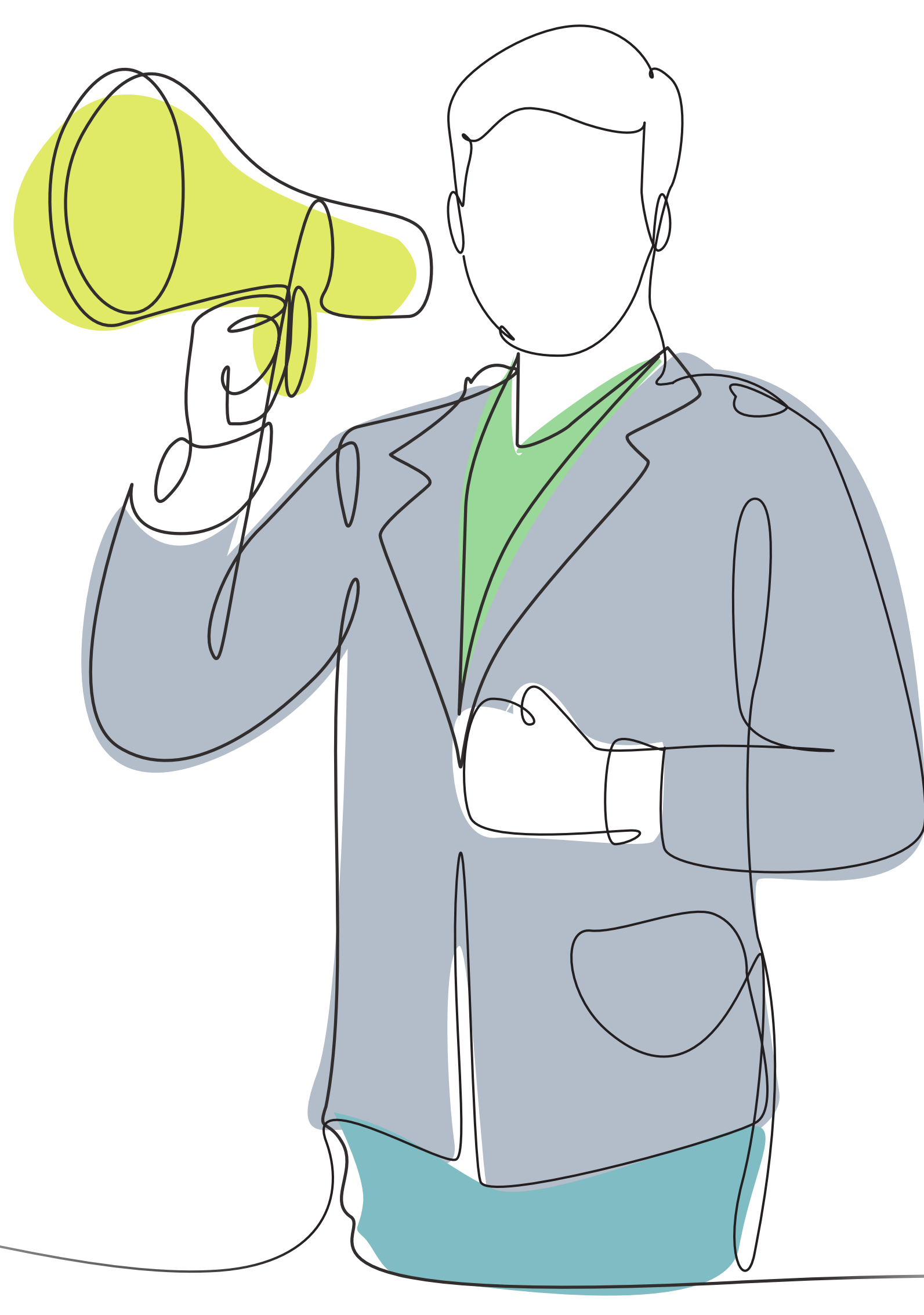


5 Interesting Facts About... Collaboration



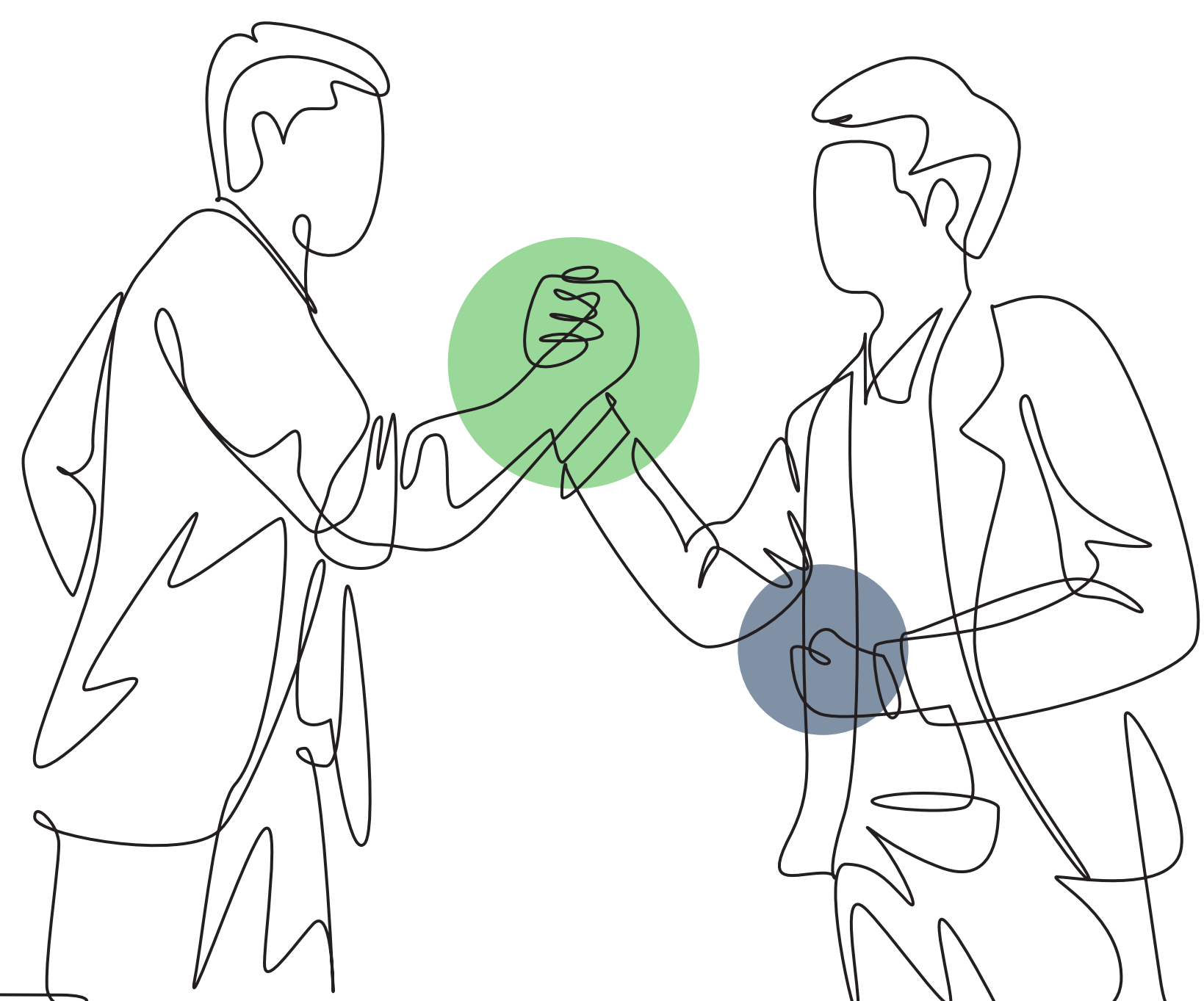
In our recent report on **misalignment between supply chain partners**, we learned a lot about how businesses collaborate amidst external pressures and how these efforts are affecting their trading relationships.

It's clear that collaboration is critical to the continued success of any strategic partnership, but how you choose to collaborate determines how your efforts benefit your business.

Here are 5 interesting facts about how businesses collaborate to build stronger trading relationships:

1 Collaboration builds trading relationships that last longer and endure even the most difficult circumstances.

We've found that when trading partners collaborate well and communicate clearly, their relationships become stronger **76%** of the time – even during adverse circumstances.

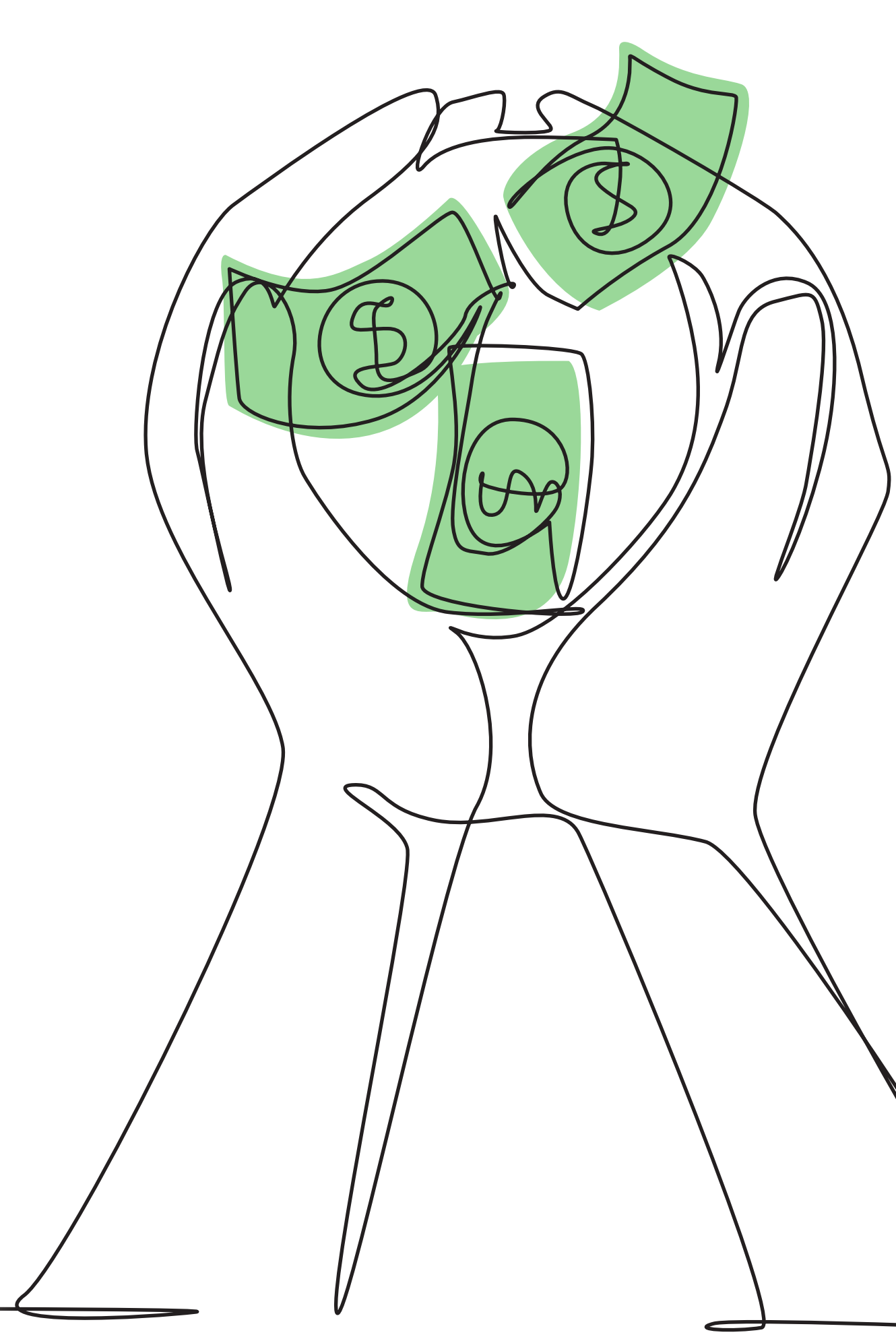
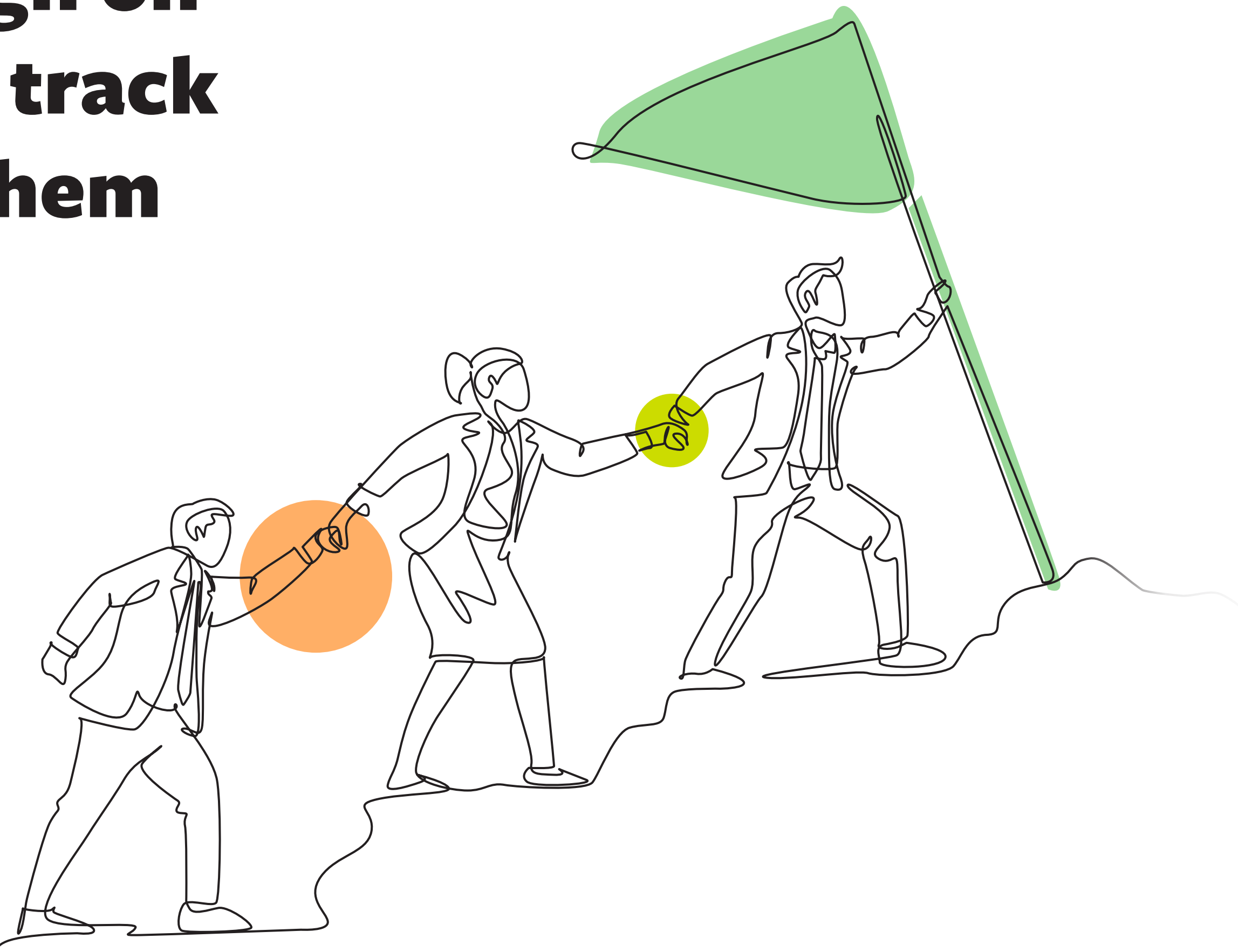


2 Collaboration drives revenue and productivity.

The success of your deals is dependent on your ability to collaborate efficiently with your trading partners. Businesses that collaborate closely also identify better opportunities and strategies for mutual benefit.

3 Businesses that align on strategic goals and track progress towards them collaborate better.

Businesses that only review trading objectives once per year report greater misalignment with their trading partners than those that review their goals more frequently.

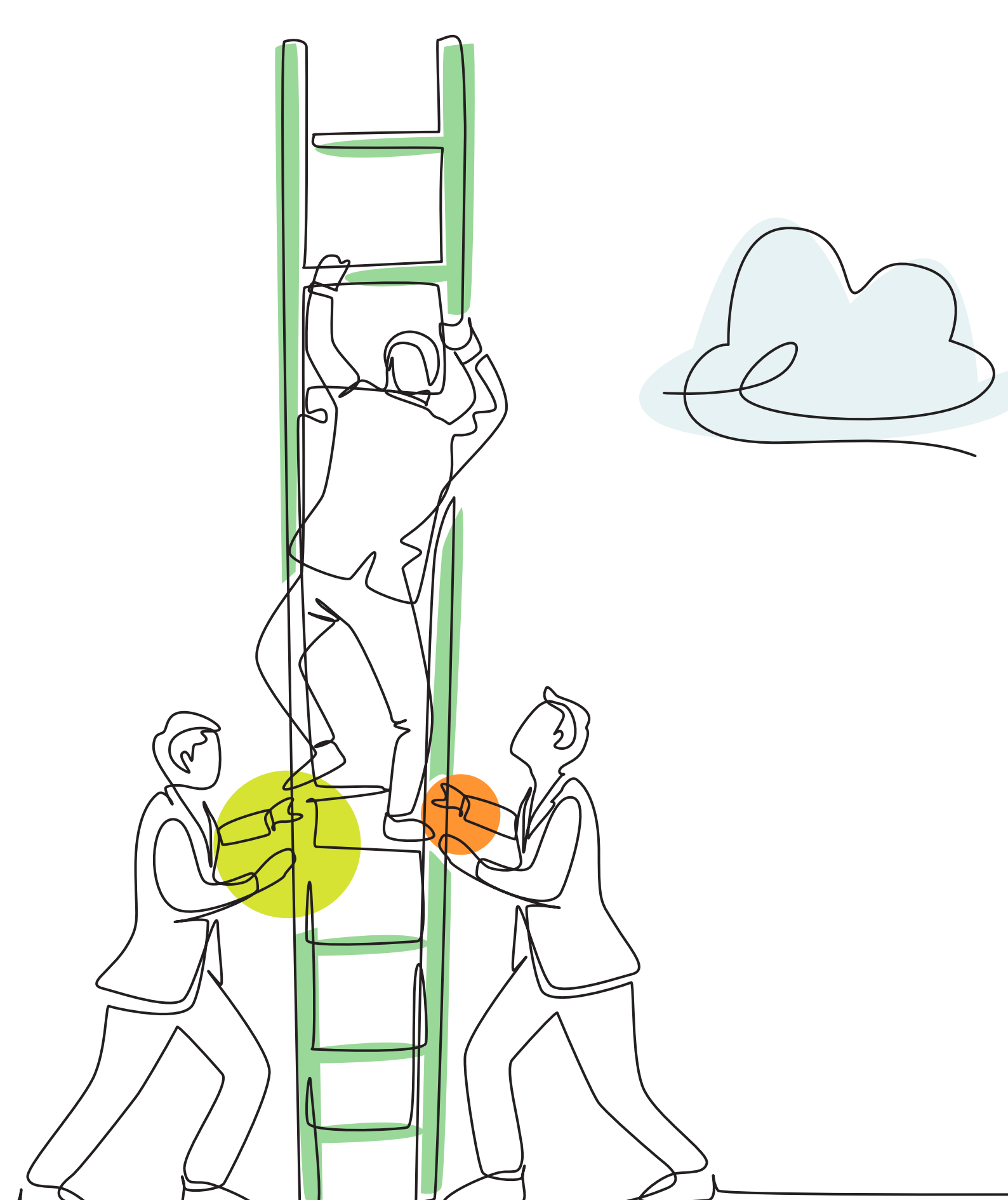


4 Rebates and other incentive programs can encourage continued collaboration.

When it comes time for a trading partner to decide whether to seek other opportunities, an exclusive rebate deal or lucrative special pricing agreement can encourage them to stick around.

5 Open and transparent collaboration builds trust between trading partners.

This is especially true for businesses that share data in a centralized software solution, cutting down on ambiguity, communication delays and unnecessary conflict.



Adopting a collaborative software solution such as the **Enable** platform can streamline and automate many of your most time-consuming processes, allowing you to collaborate more efficiently with your trading partners. Choosing the right software can take your trading collaboration further.

Learn more about how businesses are succeeding and struggling to collaborate across the supply chain in our recent report, [Overcoming the Friction Driving Misalignment Between Supply Chain Partners](#).