

GENERALIZATION OF PARTNERSHIPS

Vision

In response to the profound fracture in today's society, the reinforcement of local and global partner ecosystems is all the more necessary for companies. This is because the latter cannot limit themselves merely to cost cutting but have to satisfy **customers' expectations of authenticity, ethics, respect for the environment, and local social gains, requiring a "long-term" philosophy of companies' relationships with their partners.**

Consequently, **the generalization of partner ecosystems** has become an ongoing major issue for economic stakeholders, requiring them to rethink their economic and operational models in terms of Distribution, Diversification, Business, and Industrialization:

- Companies respond by **forging partnerships** with stakeholders who, tomorrow, will be the best placed to **distribute their products and services** (e.g. distribution of financial services by the GAFAM, car manufacturers, mass distribution, etc.) to allow them to **gain new access to clients**,
- The opening and interconnection of digital platforms, together with the implementation of **distributed models**, authorize quite different forms of partnership:
 - Extension of the **customer promise** beyond the sole core business of the company in terms of offer, in order to **leverage their customer base**,
 - Access to additional **customer portfolios to benefit from a critical size**,
 - Creation of a comprehensive and **integrated solution** shared by different market stakeholders, in order to **pool and enhance their know-how**.

Beliefs

Today's companies can only respond to today's societal disruption by rethinking their partnership ecosystems, in particular by moving beyond of their traditional markets by identifying new customers or business innovation, and by achieving economies of scale with more industrial approaches to their operations:

- Build the search for target partners around operational issues, improving the rate of customer acquisition and loyalty:
 - By improving the customer experience and the "marketing content / brand content" to give meaning to the product / service offer,
 - By industrializing customer journeys and exchanges with partners in order to both maximize interactions and service quality and rationalize the costs of the relating service model.
- Ensure the convergence of interests with the target partner, by developing new Services / Products offers through service platforms (Telematics, management of connected objects, etc.) or business platforms around a shared Core business.
- Organize to contribute to the partner's success, by reinforcing its integration in the value chain proposed by the producer through secure information sharing systems (Blockchain), by automating their exchanges (Smart Contracts) or by reducing the end-to-end costs of the shared activity.

In addition to ecosystem design, Howard Partners helps clients define the drivers for engaging and sustaining the long-term use of implemented partnerships.





Philippe
AUTHER



Stéphane
BALIGAND



Olivier
CUISINIER



Charles
DEFFAINS

Howard Partners is above all a human adventure, that of 4 **co-founders**, coming from different renowned consulting firms, driven by a common vision and ambition, that of **autonomy, embodied by Howard Roark***.

“When an intuition is renewed, it’s more than an intuition, it’s absolutely a project”

Aude de Thuin
Founder of « Women in Africa »

A humanistic vision

The Howard Partners consultants have developed a profoundly humanistic vision and learnt to practice what they preach. They perceive new technologies as accelerators of an inevitable and profound societal transition.

An eminently holistic approach to problems

“Human Ahead” is proof of Howard Partners ambition to understand its customers’ projects in a holistic manner, i.e. by incorporating all levers, whether strategic, business, organizational or technological, with the goal of anticipating impacts on humans: collaborators, senior executives, shareholders, and citizens alike.

“Human Ahead” methodologies

Howard Partners develops methodologies, based on the know-how of leading consulting firms, while also incorporating practices derived from socio-dynamics and tools to identify and measure the impacts of decisions made by companies in terms of balance of power, wealth, environment, and society.

Howard Partners, a partner at the service of companies facing major issues due to technological and societal disruption:

- Support the societal transition of companies.
- Give new meaning to companies.
- Balance ethics and data.
- Turn regulations into opportunities.

Senior Advisors, sources of inspiration and innovation



Diana
BRONDEL



Denis
JACQUET



Céline
MAS



Thomas
SORREDA

Howard Partners, at the heart of an ecosystem, to respond to the complex issues facing senior executives:

- The Howard Partners consultants are proud of their profession and are working hard to support this “back to basics”. They regard themselves as **“orchestra conductors”**, i.e. people who understand the business issues facing senior executives, can pinpoint what’s “niggling” them, and **build “taylor-made” operational solutions** by activating a multitude of skills.
- To that end, Howard Partners leads an **ecosystem of experts**.

Benchmarking



Ideation and Gamification



Technological Innovation



Training and Coaching



*What’s behind the name?

Howard Roark, the main character in the novel “The Fountainhead”, was an architect living in New-York at the turn of the 20th century. Passionate about his profession, he embraced his own vision of a new way to build, going against current trends. Reaping the full benefits of the advent of reinforced concrete, his works are described as innovative.

