2026 Partnering Success Trends

#1 The Convergence Year: Ecosystems Shift From Linear Programs to Networked Value Models

75%

of B2B execs expect to reorganize their teams around ecosystem value creation by 2026

-Accenture

#2 Ecosystem Economics Take Center Stage: Partner-Led Growth Becomes Quantifiable

15%

Companies using ecosystem attribution see a 15% ROI lift

-AU Data+ Forrester

25%

Companies using ecosystem attribution see more accurate forecasting

#3 The Specialization Explosion: Micro-Vertical & Use-Case Expertise Becomes the Winning Strategy

70%

High-performing partners now offer micro-vertical solutions, confirming that specialization , not generalism; is where ecosystem growth is happening.

- Sage

#4 Partner Influence Networks Rise: Buying Decisions Shift to Multi-Partner Swarms

67%

of B2B leaders say partner-influenced revenue will grow

30%+

indicating that partner ecosystems, not single partners are shaping buying decisions and revenue outcomes.

-Forrester

#5 Agentic Systems Transform Partner Workflows

40%

of partner workflows will include agentic AI automation by 2026

30%

Reduction in operational friction

-Gartner

#6 The Trust Premium: Transparency Becomes a Competitive Differentiator

67%

B2B Leaders Say Trust Is More Important Year-over-Year

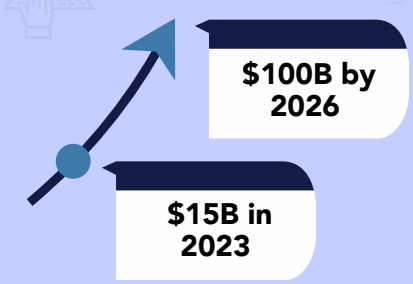
-IPA / Financial Times

78%

business leaders say AI/data transparency is critical to building trust with partners and customers.

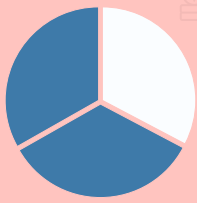
-Deloitte

#7 Marketplace Gravity: Cloud Marketplaces Become the Procurement Infrastructure of the Ecosystem



Cloud marketplaces are one of the fastest-growing parts of cloud: according to Gartner, transaction volume is expected to grow from about $15B in 2023 to $100B by 2026

#8 Co-Selling Evolves Into Co-Execution



Two-thirds of B2B organizations expect partner-influenced revenue to grow by more than

30%

signaling that collaborative selling models will continue to expand and drive business outcomes leading into 2026.

-Forrester

#9 Leadership Rewiring: Partner Leaders Must Become Ecosystem Strategists

68%

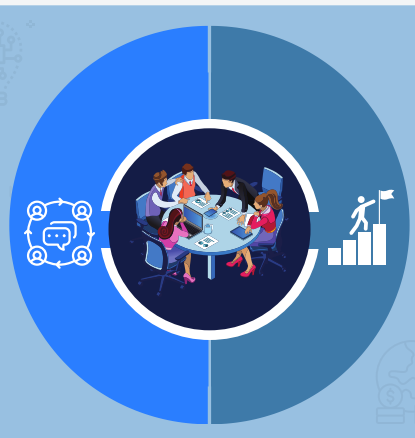
of partner leaders say they lack the ecosystem strategy skills needed for 2026

#10 One Customer: Ownership = alignment

79%

of customers expect consistent interactions across departments, indicating they demand unified experience regardless of touchpoint.

-Salesforce



Major B2B vendors report increasing reliance on partner ecosystems to meet buyer expectations and deliver complex solutions

-Forrester