



Simple ideas about collaboration

Definition of "collaboration": 1. The state of having shared interests or efforts or 2. the work and activity of a number of persons who individually contribute toward the efficiency of the whole. (Merriam-Webster)

That's what friends are for

The sea anemone and the clown fish are two very different animals. Yet they have developed ways to collaborate, which benefit both sides in the business partnership. The collaboration ensures that both parties get food and as a bonus the clown fish has a safe place to stay.

No wonder then, that Marlin in the 2003 Pixar movie "Finding Nemo" was terrified of getting too far away from the safe home. Until he had to.

In his efforts to rescue his son, Nemo, Marlin was forced to venture into the open ocean. He made unusual friends and collaborated with the forgetful blue tang, Dory, to reach his goals. Without trust and collaboration, he would not have made it.



The clown fish and the sea anemone.

Collaboration is access to go beyond limits

No matter what size company you have, there will always be resources, that you do not have in-house. Collaboration is a healthy way to get access to resources, that you do not possess yourself or which you only need occasionally. This could for instance be data scientists, which may be difficult to find, or part-time accountants needed during peak seasons.

But there is a more far-reaching kind of collaboration. ***It's the kind, which turns around ideas.*** So much is happening with technology at a very rapid pace, that it is impossible to be a specialist in everything. Instead many companies become specialised in a few things, but then do them very well. Collaborations are powerful ways to drive innovation in specialised areas and ***if small companies (like startups) and corporates play to each others' strengths, then both parties can leverage resources otherwise unavailable to them.*** In the digital economy it is more important to have access to resources than to own them.

The simple ideas

Acumex is a small company, but we leverage the strength of collaborations and partnerships. We work with leading scientific research partners and leading technology partners, which gives us access to develop highly advanced solutions. This in turn is to the benefit of our partners on the client side. Clients are also partners in the quest to develop advanced solutions. You may say, that we aim to be the (not quite so forgetful, but as helpful) Dory to help your Marlin cross the ocean and succeed in the mission.

