



An Infographic By Channelplace



TOP 3 BUSINESS PARTNERSHIPS IN TECH



1 Google & Samsung



2 Microsoft & AT&T



3 Apple & Samsung



HOW TECH BUSINESS PARTNERSHIPS HAVE BENEFITED

Google & Samsung

Google's Android OS makes up **80%** of the global smartphone market share, and generates over **\$8 billion** a year in revenue for Google Inc. The Android OS powers Samsung's mobile devices, and has allowed them to capture a **31%** market share in the mobile market, the worldwide smartphone retailer, after selling over **300 million** devices in 2013.



70% of all devices that use the Android OS that were sold in Q4 of 2013 were made by Samsung.

Microsoft & AT&T

By the end of 2014, the global cloud computing industry is projected to be worth over **\$150 billion**. Over **50%** of enterprise businesses worldwide use cloud computing. The partnership grants over **3.5 million** AT&T customers access to Windows Azure cloud service, where more than **50%** of the **Fortune 500** connects their applications and services at a rate of nearly **1,000** new customers daily. The strategic partnership ensures rapid growth in secure, reliable connectivity options for millions of consumers and enterprise customers worldwide.



Apple & Samsung

For nearly a decade Samsung has provided Apple with high resolution screens and the microprocessor brains that control iPods, iPhones, and iPads. In 2013, Apple had **\$37 billion** in profits from selling over 71.1 million iPads, 26.4 million iPods, and 150 million iPhones. This strategic alliance keeps both companies alive, considering that Apple relies so heavily on Samsung's tech components for product development and growth, and that Apple's purchases account for **\$10 billion** of Samsung's business in 2013, or roughly **17%** of total sales.



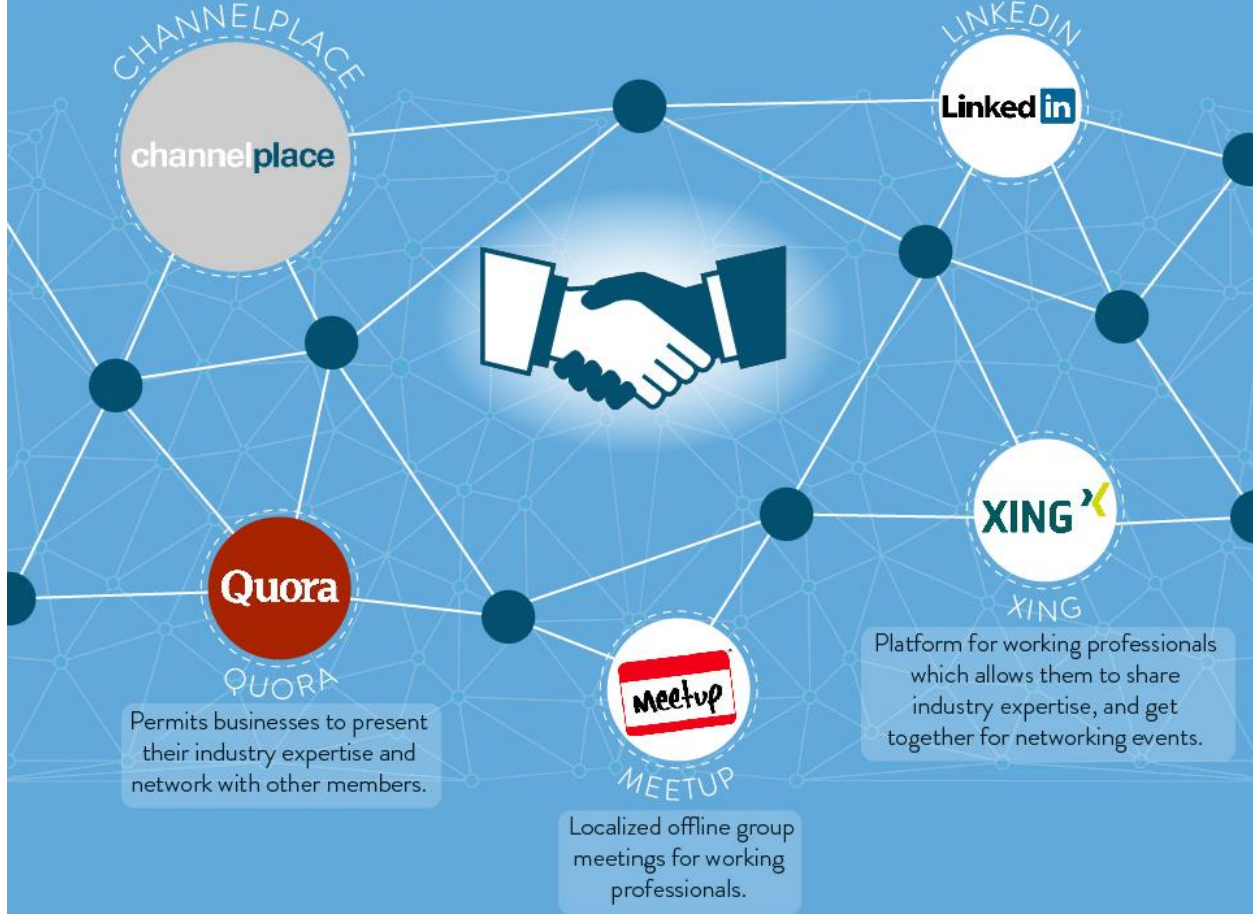
BENEFITS OF FORMING BUSINESS PARTNERSHIPS



WHERE TO PARTNER

Offers tech companies in Europe and the U.S. to search for potential channel partners in the same way you might engage someone on a dating site.

Allows members to form professional relationships and provides opportunities to engage millions of individuals worldwide.



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<http://www.cnet.com/news/apples-2013-by-the-numbers-150m-iphones-71m-ipads/>
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