Knowledge Partners and our Podium Partner Ecosystem

We have a bold vision at Lendlease Digital, to bring Simplicity and Clarity as we Curate Better Places, powered by Data. To achieve our vision, we are assembling a value-adding network of partners and collaborative organisations. We have a clear ecosystem strategy, which is essential to Podium’s success and our vision for transformation of the property sector.

We are building unique offerings in which we intend to leverage the best of the market, through our Core and Technology Partners. We believe in a distributed path to market, enabling people to access our products in ways which suit their current, and emerging, needs. For this reason, we have a trusted network of Go-To-Market Partners who we use to deliver the best of our offerings.

The property and construction industries are in a time of great change, presenting opportunities and challenges for all participants. We believe that by collaborating with industry partners, everyone can leverage new opportunities and benefits, addressing the challenges together. For this reason, we are working closely with Knowledge Partners to ensure interoperability and improved digital commonality for the industry.

The four partnership models that underpin the Podium Partner Ecosystem are:

- Core Partners
- Go-To-Market Partners
- Knowledge Partners
- Technology Partners
Knowledge Partners

Knowledge Partners provide the foundations for inclusive, trusted and enriched data, enabling the creation of insights and products with Podium.

Our Knowledge Partners are leaders in their fields, spanning specialist domains in data and the property sector. Knowledge Partners help us lead the industry in three key areas:

- Co-develop and provide industry recognition of the data model for ‘places’. This ensures homogeneity in the Podium partner and customer ecosystem, enabling a true way forward for open data.

- Provide enablement through knowledge, experimentation and co-creation. Experimentation and co-creation will see universities and researchers work with us to build enhancements to existing or future products based on leading thinking. This includes the opportunity to access and share data for the generation of new insights.

- Deliver training for technology and GTM Partners to ensure they are verified and meet our standards including responsible use of data principles.
Get Involved – meet us!

One of the founding principles of our partnerships is mutual benefit for both Lendlease and our Podium Knowledge partners.

By becoming a partner we can provide deeper insight into the Podium campaign. Partnership benefits can include:

**Collaborating** and improving standards, insights experience and data maturity of the property and construction industry

**Data sharing** for ingestion into the Podium Data Platform to enrich insights and enable benchmarking or a model that leverages existing data.

**Financial benefits** that include rebates, preferential rates, reseller margins, discounted licensing, royalty/introduction fees and other models.

Start a conversation with us

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