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Altimeter Group and 7Summits Form Strategic Alliance

Partnership enables Fortune 100 companies to tap dynamic combination of thought leadership and pragmatic delivery for enterprise business transformation

MILWAUKEE (October 10, 2014) – [7Summits](#), an online community solutions provider, and [Altimeter Group](#), an independent research and strategy consulting firm focused on disruption, have formed a strategic alliance to guide and deliver transformative solutions to Fortune 100 companies. Through the unique connection of these two industry leaders, enterprise clients will be able to leverage Altimeter's thought leadership and strategies and 7Summits' pragmatic delivery of digital transformation solutions.

The combination of Altimeter and 7Summits creates a team that drives vision and value for online community experiences through a blend of strategy and solution delivery. The alliance, effective immediately, enhances both companies' industry-leading social business services – spanning strategy, social listening and analysis, external and internal online communities and socially-enabled business processes.

"From our initial interaction with 7Summits, we were impressed with the quality of their work, number of social business and digital transformations delivered and their depth of knowledge and experience," said Charlene Li, Founder & CEO of Altimeter Group. "We see an immediate alignment and are thrilled to deliver powerful enterprise social business and digital transformation solutions in tandem."

7Summits, a 2014 [Inc. 5000](#) company, delivers social communities that expound upon Altimeter's mission of giving business leaders insights to thrive in the face of change. 7Summits' and Altimeter's goal is to accelerate powerful brands with the clarity and confidence of strategic vision and successful execution.

"The more we talked to Charlene and others at Altimeter, the more we realized our common vision for where insight, creativity and technology converge, especially as enterprise companies look for the best ways to take advantage of big data, social platforms, a mobile population and cloud solutions," said Paul Stillmank, CEO of 7Summits, noting that new hires at 7Summits are provided copies of Charlene Li's works to read. "Our collective values are aligned to best execute on 7Summits' purpose to unleash people's potential to create, compete and innovate in entirely new ways; that's the type of social disruption that drives collaboration, engagement, and profitability through enhanced business processes."

As part of the Altimeter and 7Summits alliance, the two firms will collaborate on business development, joint research and additional thought leadership projects.



Visit www.7summitsagency.com or call 866-705-6372 for more information and to learn more about 7Summits' and Altimeter's strategic alliance.

About 7Summits

Founded in 2009, 7Summits is a leading provider of online community experiences, helping companies engage their customers, partners and employees to grow their business and become more fully networked enterprises. By partnering with premier technology companies like salesforce.com, Jive, Box and Bunchball, 7Summits creates comprehensive solutions that deliver top-line revenue growth and bottom-line productivity improvements. The company is a valued strategic partner of Fortune 500 companies as well as high growth mid-market accounts, and has received investment funding from both Sverica International and salesforce.com. 7Summits is headquartered in Milwaukee, Wisconsin with an extended presence in Chicago, San Francisco, New York, Denver and Austin. For more information, please visit www.7summitsagency.com.

About Altimeter Group

Founded in 2008 by Charlene Li, Altimeter Group helps companies understand and act on technology disruption. The company provides independent research and strategy consulting services to help business leaders thrive in the face of change. Clients include *9 of the Dow Jones 30 and 16 of the Fortune 100*. Altimeter Group was named by *Fast Company* as one of the "Five Most Creative Small Businesses." The firm is headquartered in San Mateo, Calif., with offices on the East Coast. For more information, visit <http://www.altimetergroup.com>.

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