

ABSTRACT

Coopetition (collaboration between competing companies) is a phenomenon that has recently attracted a lot of attention because it is increasingly relevant in business practices. This is stimulated by innovation and technological development which has caused rapid changes in the business environment. These changes have forced companies to change the way they do business and operate. Two industries affected by this change are the telecommunications industry and the information technology (IT) industry. However, previous studies linking coopetition with business models are still at an early stage so there are still opportunities for deeper research on this subject. This thesis discusses how the implementation of a company's coopetition-based business model in the Telecommunications segment market in Indonesia. We present a single in-depth case study of the F5 coopetition process as an Application Delivery Controller (ADC) vendor on how it runs the business model to the Telecommunications customer segment. We find that coopetition runs on a case-by-case basis for tactical purposes with other companies that do not have overlapping products and involves third-party companies as System Integrators (SI) who organize collaboration to meet customer needs. This research shows that companies that have products as complementary solutions from other products naturally prefer to do coopetition compared to companies that have end-to-end solutions, and the existence of SI as a third party is indispensable in the distribution chain of a company that has a coopetition-based business model. This research found that companies get coopetition results in the form of business survival, maintain existing market share, especially those done with American companies, help achieve common goals namely customer satisfaction, and give birth to trust and strong relationships

Keywords : *Coopetition, Business Model, coopetition and business models, ADC, F5*