

DELL (WE) CITIES INDEX TECHNOLOGY DEEP DIVE

THE WOMEN FOUNDERS “HOW-TO” FOR TECH DECISION-MAKING

HOW TO BALANCE CURRENT AND FUTURE NEEDS

DEVELOP A TRUSTED TECH NETWORK

- 1 Use high-quality/bespoke technology for core business operations
- 2 Use low-code or no-code platforms
- 3 Focus on foundational technologies and build from there
- 4 Be future-growth focused
- 5 Match technologies to existing processes for efficiency
- 6 Ask: “Will this technology reduce friction?”

HOW TO WEIGH COSTS AND BENEFITS

- 1 Friends in the tech industry are a trusted, low-cost source of advisory
- 2 Subject matter experts and trusted tech vendors provide deep product knowledge
- 3 Employees impacted by the tech know the needs best
- 4 Current customers/users show practical use of tech
- 5 Independent consultants and business advisors help customize to you



HOW TO FINANCE TECH

- Seek vendors that will partner on financing
- Make tech costs as variable as possible
- Leverage advisory board to help secure funding



HOW TO MANAGE THE UNFORSEEABLE

- Keep up with the tech landscape
- Leverage trusted networks for knowledge
- Leverage vendors for FAQs



HOW TO LASER-FOCUS ON EFFICIENCY

- New tech should create time for employees and create more customer value
- Add automation for better control, insight, efficiency
- Understand disclosures attached to “freebies”



HOW TO RIGHT-SIZE YOUR TECH

- You might sway from excitement to doubt around tech issues. That's OK.
- Be an avid and humble seeker of tech information
- Make research a habit. Whether it's weekly or monthly, plan to scan the landscape regularly. This can be self-guided research and evaluations and/or other sources such as vendor demos, investors, etc.
- Ask questions when you network, especially about what tech others are using
- Don't be afraid to ask your vendors “stupid” questions