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 UNFORESEEABLE

• 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

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