DELL (WE) CITIES INDEX TECHNOLOGY DEEP DIVE
TECHNOLOGY IN THE WOMEN FOUNDERS ECOSYSTEM

TECHNOLOGY & TALENT

2X
More mentions of reliance on tech professionals versus using their own knowledge

Nearly Half
48% of all talent-related mentions cited trusted support of an IT vendor as critical

TECHNOLOGY & CAPITAL

49%
Cite cost as the biggest barrier to tech adoption

Cost issues for this group break down as follows:
- 30% Ongoing software licensing fees
- 14% Staffing costs
- 14% Integration of technology
- 14% Bespoke development costs

TOP TWO STRATEGIES FOR FINANCING TECH

CARPITAL MANAGEMENT
(Financing & Investor Community)
- PRO Helps facilitate long term growth-oriented strategy
- CON Can be difficult to access the ROI upfront, increasing risks

COST MANAGEMENT
(Subscription models/Matching fees with cash flows)
- PRO Can help reduce financial risk and might facilitate adoption/quicker ROI
- CON Can lead to technology lock-in, limiting ability to scale quickly

TECHNOLOGY & MARKETS

100%
View the tech as an important part of scaling their business

- 50% want to capitalize on tech’s ability to access new markets
- 30% see it as an enabler for connecting with customers deeply within existing markets

TECHNOLOGY & CULTURE

100%
Using cloud computing technology for anywhere access (with internet) to better manage work/life obligations

10/10
Cited trusted networks as key to making effective, informed tech decisions and use