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MAKING BETTER TECHNOLOGY DECISIONS

A Practical Framework for Business Owners

At some point, every growing business asks some of these questions:

Are the tools we're using still the right ones?

or

Was it actually saving us time and money - or just supposed to?

or

How much have we paid for software this past year that we barely use today?

Why Tech Decisions Feel So Hard?

The tech industry sells features. Business owners live in outcomes.

- Too many options, all claiming to be the best
- Every vendor speaks in features, not outcomes
- No one inside the business owns the whole system
- Many founders become accidental IT managers
- The tech industry evolves faster than any business can absorb

by the numbers

59% of global businesses regret at least one software purchase they made in past 18 months.

35% of all SaaS spend is wasted on on unused, inactive "zombie" licenses, or redundant tools.

53% of all software installed went unused by employees.

[1,2,3]

The 3 Types of Technology Decisions

TYPE 1

Urgent Tech

Something broke.

Decision made under pressure.

Usually reactive, rarely strategic.

"We have a problem right now - let's just buy something"

TYPE 2

Comfort Tech

Everyone recommended it.

Feels safe.

Rarely tied to how your business actually works.

"I saw this tool at a conference / a friend recommended it"

TYPE 3

Intentional Tech

Driven by workflows.

Built for how your business operates.

Scales without chaos.

"We mapped how our team actually works first - then chose a system that fits it."

The 3 Pillars of Any Technology Decision

I. INTEGRATION

The 'Talks to Each Other' Test

Does this tool connect to your other systems?

Data silos are the silent killers of SMB productivity.

II. ADOPTION

The 'Friction' Test

Will your team actually use it?

The best software on paper is worthless if your team finds workarounds.

III. SCALABILITY

The 'Future-Proof' Test

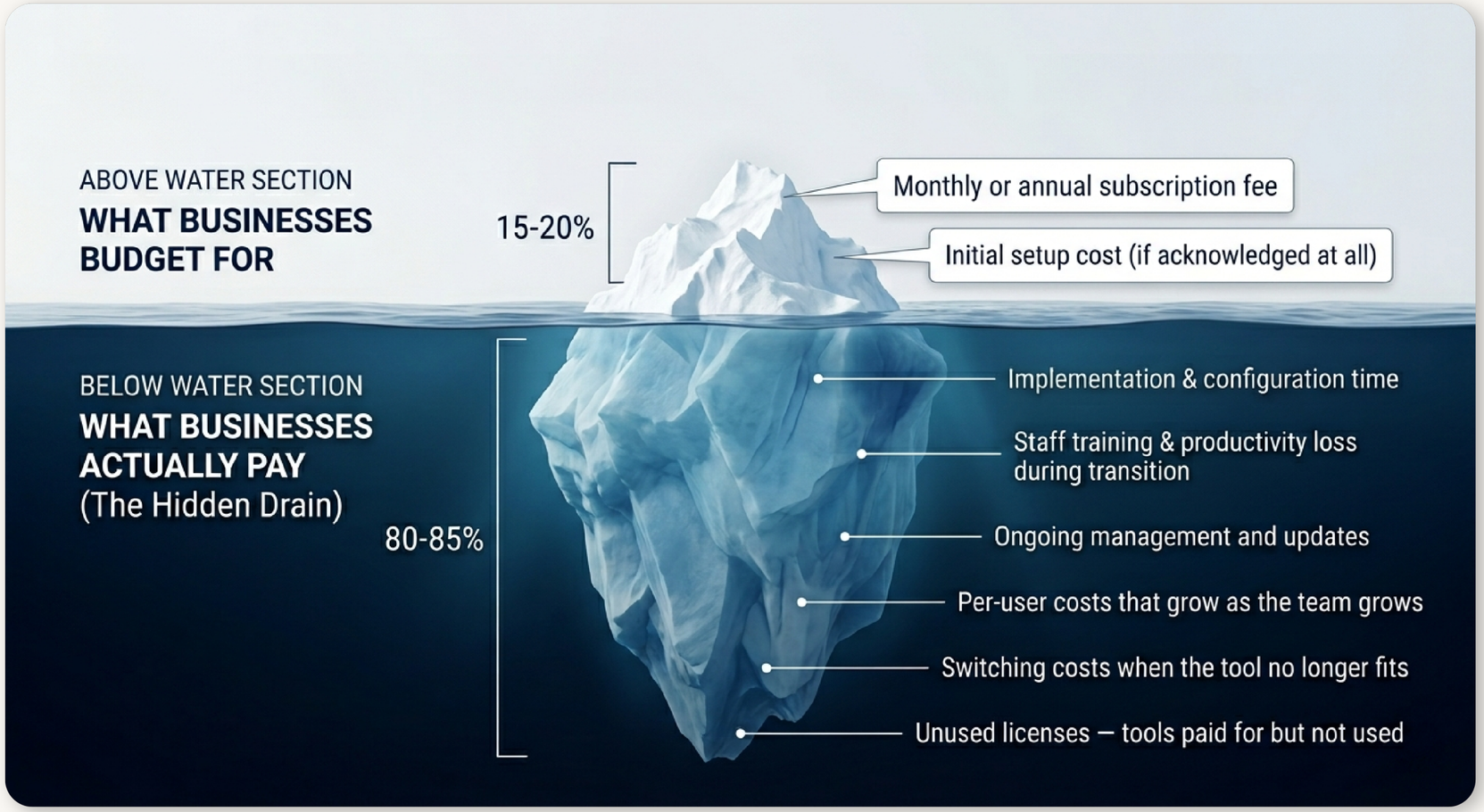
If you double your team in 24 months, does this still work?

Switching costs are often 5x the software price.

Evaluation Criteria 1/3

Total Cost of Ownership

What You See vs. What You Pay



Use TCO calculator provided towords the end of presentation to know your number.

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Evaluation Criteria 2/3

Control

Who Actually Holds the Keys to Your Business?

1. **If your SaaS vendor doubles their prices next year, what are your options?**
2. **If they shut down, how quickly can you move your data?**
3. **Do you know where your business data actually lives?**
4. **Can a competitor access the same platform and see pricing or workflow patterns?**
5. **Who internally owns and understands your systems?**
6. **Will this be asset for a business or recurring subscription liability?**

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Evaluation Criteria 3/3

Continuity

Will This Still Work When You're Twice the Size?

Three pressure points that tend to break first when businesses grow

People pressure

- more users means
- more per-seat cost
- more training cycles
- more permission management
- more onboarding friction every time someone joins.

Data pressure

- more transactions
- more history
- more reporting needs

Lightweight tools that worked at 15 people become slow and unreliable at 50.

Process pressure

workflows that one person managed manually don't survive when three departments need to coordinate.
The informal breaks down and nothing formal is in place.

The Shift

From Buying Software to Designing Systems

A business that buys tools

- Reacts to what breaks
- Buys tools by department
- Adapts processes to software
- Pays per seat, per month
- Vendor holds the roadmap
- Tech feels like overhead

A business that designs system

- Designs systems intentionally
- Builds an integrated infrastructure
- Configures software to match workflows
- Owns infrastructure and system - predictable cost
- Business controls its own direction
- Tech becomes a multiplier

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Questions before every tech decision

What specific problem are we solving?

Vague Problem Statements

"We need better communication tools"

"Our data is a mess"

"We should automate more"

"Competitors are using AI"

Precise Problem Statements

"Our sales team spends 6h/week manually updating CRM — we're missing follow-ups"

"Customer onboarding takes 14 days; competitors do it in 3"

"We can't see which marketing channel drives revenue"

If you can't write the problem in one sentence with a measurable impact, you're not ready to buy anything.

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Questions before every tech decision

Does this fit how we actually work?

I.

Workflow Fit

Does it mirror how your team actually does the work today?
or
Can a system adapt to your business workflow?

Ask: Can a typical employee use this without a manual?

II.

People Fit

What's the tech literacy of your team? A powerful tool used by 40% of staff is worse than a simpler tool used by 100%.

Ask: Who is your least tech-savvy user?
or
Can they be trained easily?

III.

Stack Fit

Does it integrate with the tools you already depend on - or does it create a new silo?

Ask: How many manual exports/imports does this create?
or
Will I have a full visibility on team and operations?

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Questions before every tech decision

What does success look like in 90 days?

Before you sign anything, write down:

Adoption Rate	Example: 80% of team/division using daily by Day 60
Efficiency Gain	Example: Reduce task X from 4 hours to 45 minutes
Revenue Impact	Example: Reduce sales cycle from 30 to 21 days
Error Reduction	Example: Zero manual data re-entry errors by Day 30

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Questions before every tech decision

What's our exit strategy if this fails?

If the stakes are high, take your time.

Easy to Reverse + Low Cost

Just try it. Pilot with 2 people.

Easy to Reverse + High Cost

Negotiate out clause. Monthly billing only.

Hard to Reverse + Low Cost

Research thoroughly. Check references.

Hard to Reverse + High Cost

Treat like a major hire. External advice needed.

Exit Strategy Checklist

- [ ] Can we export our data easily?
- [ ] Is there a month-to-month option?
- [ ] What's the offboarding process?
- [ ] Are we training employees on a platform or a process?
- [ ] What happens to our data if company folds?
- [ ] Who owns the system & data — us or them?

Thank you

Any Questions?

Once Teams Outgrow Simple Tools, They Start Owning Systems.

Download this presentation

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Need Help?

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What is the true total cost?

The price you see is just the tip of the iceberg.

VISIBLE (What you quote for)

- Software license or subscription fee
- Initial setup or onboarding fee

HIDDEN (What actually costs you)

- Employee training time (hours × hourly cost)
- Productivity dip during transition (2–6 months)
- Integration with existing systems
- Ongoing admin & maintenance
- Switching costs when it doesn't work out

TCO FORMULA

License fees (annual) / purchase cost (upfront)

+ Setup & customization

+ Training (hours × avg wage)

+ Productivity loss (est. 30–60 days)

+ Integration dev work

+ Annual admin overhead

= REAL cost

REFERENCES

1. Businesses Set To Increase Software Spending In 2025, Despite High Levels Of Purchase Regret
2. 5 SaaS Stats to Drive IT Your Strategy
3. The hidden cost of software your company no longer uses
4. The difference between SaaS inflation and general consumer inflation (CPI) is vast