

David vs. Goliath: Which Technology Partner is Right for You?

According to Gartner's 2018 CIO Agenda: Industry Insights Overview, 47% of CEOs are under increasing levels of urgency from their board of directors to advance their digital capabilities. Meanwhile, attracting and retaining technical talent remains a challenge across industries. This urgency and scarcity have set businesses on an arms race to find the most suitable technology partner.

The selection process for development resources can be overwhelming. We're sharing our tips for finding the best match for your business and building a strong, lasting partnership that will support digital transformation.



Understanding the spectrum of technology partners

The century-old power player

These firms come with decades of proven processes—with the price tag to match. The McKinseys and Deloittes of the world can provide a high volume of resources but are not usually prepared to assist clients in transforming their business. Why? In part because these large, traditional organizations have not been able to truly transform themselves. These partners have established prestige but are simply not the best (or most attainable) option for 95% of businesses.

The bargain tech shop

This group is what we commonly think of when describing traditional outsourcing. Companies often opt for IT resources overseas to acquire the skills they need at the most cost-effective price point. Offshoring development projects can yield short-term productivity by relegating specialized tasks that would otherwise weigh on time and labor resources internally. The trade-off is often a lack of transparency and the hidden cost is turbulent collaboration and communication across disparate time zones.

The creatively inclined digital agency

These interactive agencies typically provide digital services as one of many creative offerings and are sometimes categorized as media or advertising agencies. This partner is great for formulating a digital strategy and crafting digital campaigns for the next evolution of your business. These agencies have a strong focus on brand, but can be too aspirational for companies in the earlier stages of digital maturity or those that need no-frills product development resources.

The strategic but agile ally

This partner is large enough to scale but small enough to care and customize. Companies wanting to innovate like a startup need a technology partner that has the agile mentality embedded in its culture. This partner may be experienced in one industry or type of product from its small but powerful roster of clients. For businesses who need top-level strategy at an accessible and sustainable price point, this partner can feel just right. Wizeline has positioned itself as a Goldilocks offering in this category, providing personalized services while being scalable enough to meet the needs of a growing enterprise.

It's an interesting dichotomy. More and more companies have an urge to innovate but are turning to these century or decades-old firms to help them do it. They don't realize that what these players offer in brand and reputation, they often lack in agility and originality.



Instead, businesses need to find the right balance of technology partners that can provide low-cost, holistic digital development services that will transform the business and the company culture. And finding the right technology partner is not a one-size-fits-all process. So how should you choose? Start by asking yourself the following.

Focus on the needs of your specific business

Choosing the right partner depends on the specific needs of the project or task at hand. Before you shop around, you must have a clear understanding of the business goal. Do you need to build an OTT application? A headless CMS that drives more visitors? A DevOps strategy to support your in-house IT team? Perhaps you need a technology partner that will offer strategic solutions as problems arise.

From our perspective, organizations that are clear on these objectives make the best clients. Know if you need packaged solutions, ongoing services, or a one-time project staff augmentation well before you begin the procurement process.

What to evaluate

Cost vs. value

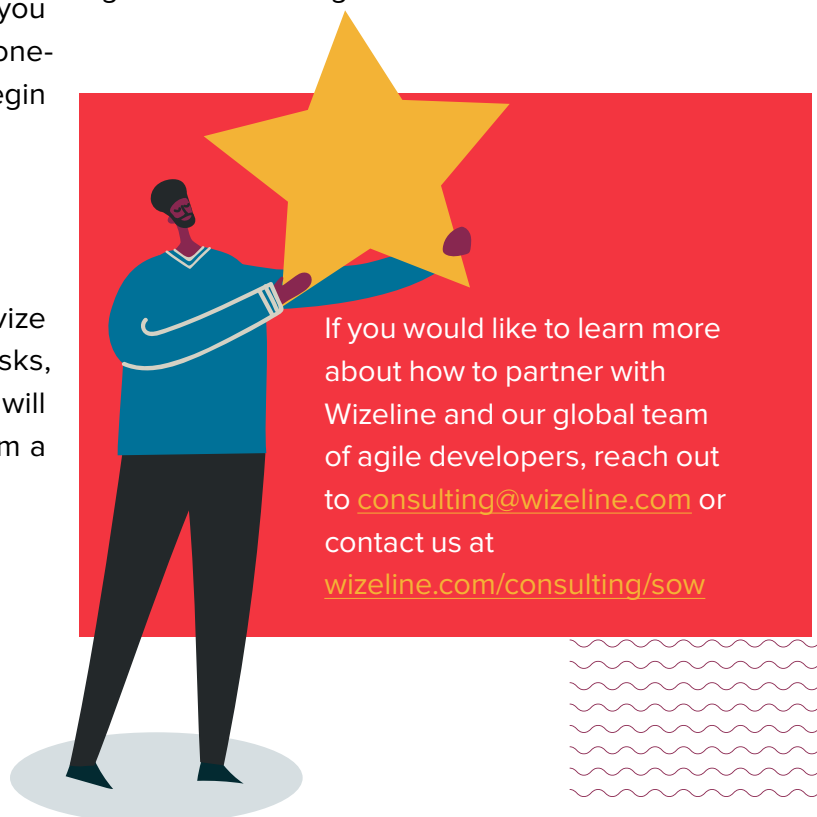
Look for opportunities to empower and incentivize partners to invest in your business, share the risks, and put forth their best effort. The resulting value will be worth far more than the potential savings from a reduced hourly rate.

Client referrals

Trust is crucial to selecting technology resources. According to global IT [industry trends](#), businesses are putting more weight on client referrals than any other element in the procurement process. Why? Because businesses know cold, hard financial calculations are not the most important factor to assess. Cultural, collaboration capabilities, industry insight should all come into play when choosing a partner who will have an influence on how your company operates and delivers.

The right fit

There is often an unspoken formula or chemistry that is hard to pinpoint. At Wizeline, we stress the importance of working with technology partners who understand your company culture and can integrate with how your team works. Do they get it? Can they work on your schedule? We have found that nearshore proximity, multilingual talent, and cultural compatibility make for significant advantages.



If you would like to learn more about how to partner with Wizeline and our global team of agile developers, reach out to consulting@wizeline.com or contact us at wizeline.com/consulting/sow