



tech readiness association example



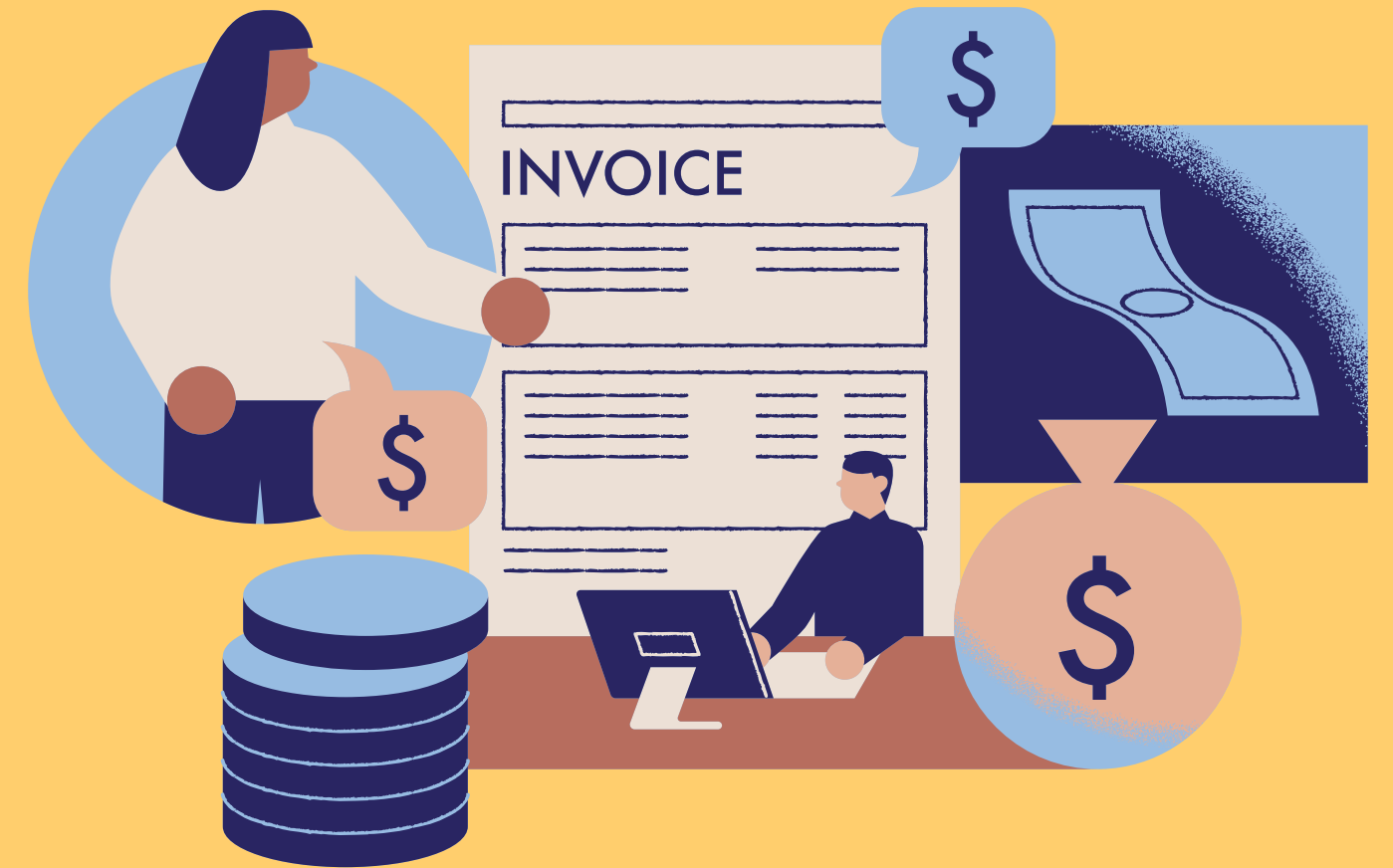
small-staff association
is looking for
new central software &
has tasked the
membership team to
do a search



over on the content
team, they are looking
to publish the flagship
publication in-house vs.
currently outsourcing.
Its looking likely.



after some discussion, the search requirements are updated to reflect a requirement that software can handle both digital & print advertising billing



new software launches 6 months later, things are going ok.



after a year, its been decided that no print publication investments make sense. Ad billing is not needed and is shelved.

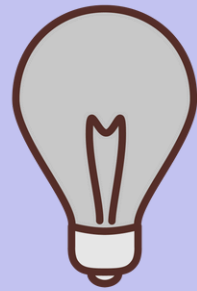
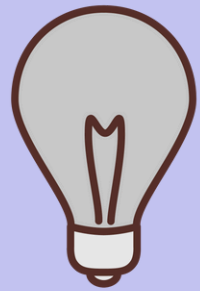


3 months later, the board approves a new plan to launch an app for the association, including a need for digital ad sales!



the CEO feels lucky her
team picked a future-
focused software and that
they can run with ad sales
without further \$ or
significant time wasted!

RECAP



create cross-functional software search teams

focus on functions that will likely become more important over time (trends, big strategies)

don't get distracted by 'nice to have' and 'oh that's cool' features

create prioritized requirements for software purchasing initiatives

 harrier

key lesson

if you buy software for today,
you implement for yesterday!