

TEN QUESTIONS TO ASK WHEN REFINING YOUR TECH STACK

FREE TRIAL

With rapid digital transformation sparked by the pandemic, evolving consumer behaviors, and **digital-first marketing strategies**, picking the right set of tools and frameworks for your technology stack has never been more important.

Here are 10 questions to ask when assessing what technology is best for your company:

1. DO YOU HAVE AN UNDERSTANDING OF YOUR USERS?

User experience encompasses all aspects of the end-users interaction with the company, its services, and its products. Assessing what your **customer's needs** are, what they value, and what limitations they experience is the first step when considering any new tech.



2. DO YOU KNOW WHAT STAGE IS YOUR COMPANY IS IN?

A technology stack will play an important role at every stage of your company's growth. If you are a start-up, or if your company is well established, the tech you require will vary. It's important to understand this and only utilize tech that is relevant to your company's needs.



3. DO YOU HAVE A DIGITAL STRATEGY?

A successful digital strategy requires the right tech to make it work. Consider the end goal of your digital strategy and decide exactly what your tech will need to do to achieve it.



4. ARE THERE ANY OPPORTUNITIES TO AUTOMATE?

Do you have any company processes which are repetitive and time-consuming? If the answer is yes, you have an opportunity to optimize the process with **automation**.



5. DOES YOUR CURRENT TECH STACK FULFILL YOUR COMPANY'S NEEDS?

Are you seeing a **ROI**? Is it being utilized correctly or to its full potential? Does it add value or is it a hindrance? Perhaps it's time to reconsider your current tech stack.



6. IS YOUR CURRENT TECH STACK SCALABLE?

When building a tech stack, you also need to think about your current and future needs. When your company grows, is the tech you have **scalable**, and would it still be able to function when the size or volume changes according to a user's needs?



7. HAVE YOU RESEARCHED WHAT'S AVAILABLE?

At every stage of your company's growth, you should always be aware of the options on the market. What beneficial features does alternative tech offer? Will the higher price point ensure you don't have subpar tech?



8. WILL YOUR TECH SEAMLESSLY INTEGRATE, NOW AND IN THE FUTURE?

Ideally, the tech you leverage should interface and speak to each other without issue. For your tech to work together harmoniously, consider the efforts you might need to make. Will you need plug-ins? Will you need a specialized solution? Can the tech chosen be easily built on and have new features added to it without issue? Have you considered **open source software**?



9. ARE THERE DEMONSTRATIONS AND FREE TRIALS AVAILABLE?

The more research you can do, the better! Request the **demos**, contact the sales reps for more information, try the **free trials**; this way you can make an informed decision and ensure you have chosen the tech that's right for your company.



10. DO YOU KNOW WHAT THE MAINTENANCE NEEDS ARE?

Will the tech require onboarding, implementation, and customer management. What will the cost be to maintain and upgrade the solution if need be?



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