

How **Managed Teams** Drive Real Transformation and Growth



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Foreword

Every business is becoming a technology business and this phenomenon has profound implications on all facets of the technology provider industry.

Strategic actions need to be taken now to ensure your business continues to grow amidst all the emerging and disruptive trends impacting your products and services.

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A close-up photograph of a hand with the index finger pointing towards a digital screen. The screen displays blurred, colorful abstract shapes in shades of blue, purple, and yellow. A dark, semi-transparent overlay covers the entire image, and a small dark blue rectangle is positioned in the upper left area.

01

Navigating the Digital Economy

Advances in digital technologies

As businesses grow more reliant on technology in all parts of their operations, the market for technology goods and services must expand to include more aspects of the business and open up new markets.

While digital technology advances continue, the digitalization of the global economy remains a work in progress. The COVID-19 epidemic, on the other hand, is hastening the transition to a digital future.

Demand for technology products and services is boosted by the combination of these variables. The way businesses distinguish their business models is being influenced by a number of factors.

Additionally, these factors provide a foundation for entrepreneurs to disrupt current businesses.

Enterprises that have successfully leveraged technology prowess to strategically transform themselves will grow as new competitive threats to technology products and services, using both:

1

Competitive
Products

2

Substitute
Products



These forces will continue to drive large changes in the technology and services markets.

A close-up photograph of a hand with a finger touching a smartphone screen. The image is overlaid with a semi-transparent blue rectangle on the left side, which contains the number '02'. The background is dark and out of focus, showing the blurred edges of the phone and the hand.

02

Your Digital Customer

Your Digital Customer

Digital customers use digital channels — Web, mobile and social — to consume content, engage with brands and complete a transaction.

They are value driven people, and of all the things that factor into what they consider to be an ideal digital experience – they crave convenience.

Advances in digital technologies continue while the digitization of the world's economy is still a work in progress. The COVID-19 pandemic, however, is accelerating the path toward a digital future.

Touchpoints and channels have grown in volume thanks to all the emerging technologies; shifting the behavior and preference of your customers to what they find most valuable and convenient.



..... Sustaining a convenient digital experience means you will be able to be relevant at all times across all channels and digital touchpoints.

A blurred background image showing a person's hands. One hand is typing on a laptop keyboard, and the other is holding a smartphone. The image is overlaid with a semi-transparent dark grey layer containing text.

03

**Digital Experience =
Be Everywhere + Relevant
At All Times...**

From Your Perspective

Managing and optimizing your customer experience has become increasingly complex.

You might view each of these digital touchpoints in isolation. Each is managed by different teams and departments, which can slow communication and an ability to respond to customers in a timely and effective manner. The result – your customers get a bad experience.

Your Customer's Viewpoint

Customers don't care about the channel. They switch from one digital channel to the next with ease. In certain cases, your consumers conduct research on their phones, make purchases online, and then contact your call center for assistance.

In other cases, their entire encounter will take place online, such as when they make a purchase after seeing a digital advertisement.

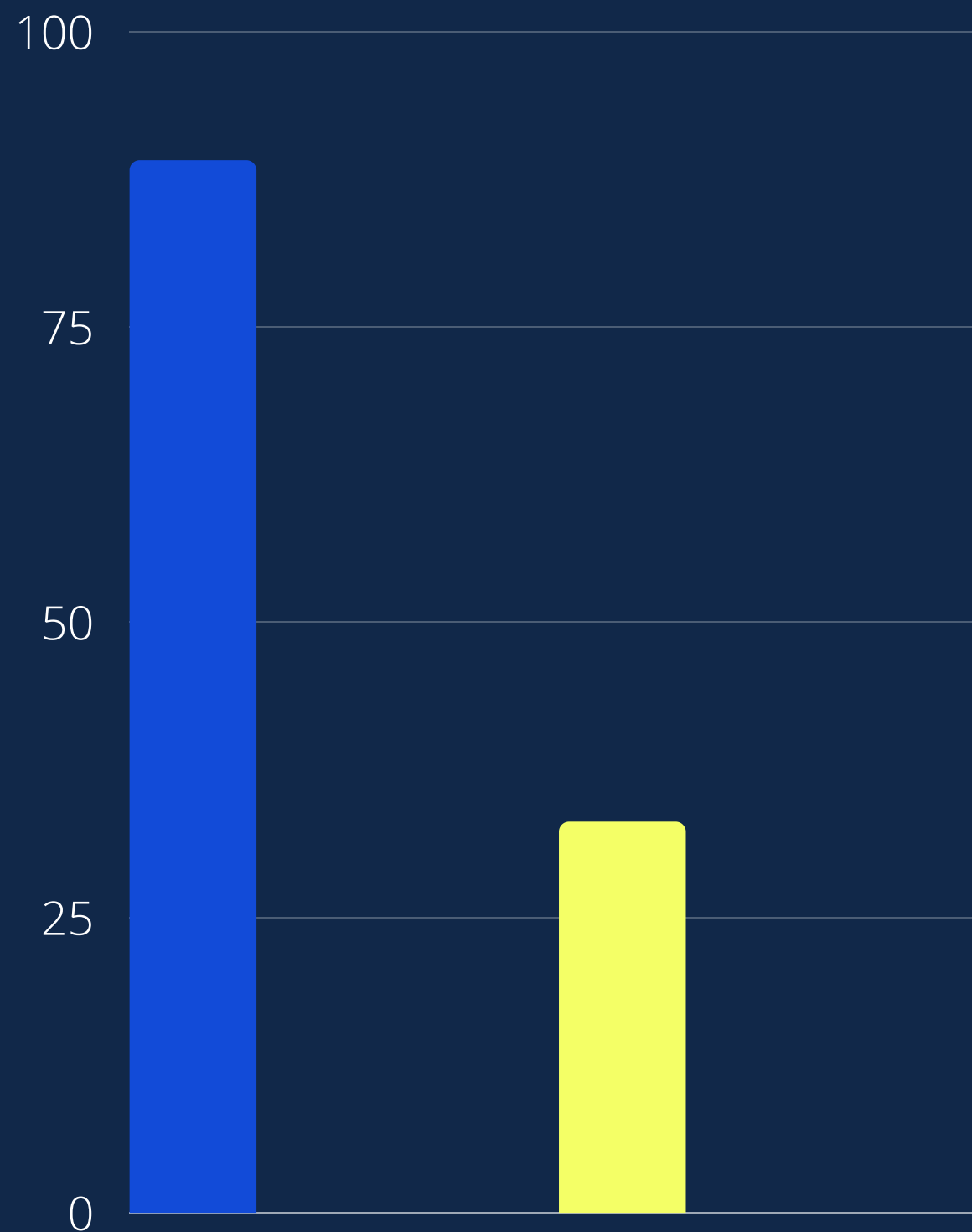


To succeed in customer experience (CX), you must provide a positive experience at each of these touchpoints and personalize experiences that resonate with your consumers.

This is referred to as an omnichannel approach to CX.

Omnichannel Engagement

Research shows brands with the strongest omnichannel customer engagement strategies retain an average of **89%** of their customers, in comparison to **33%** of companies with weak strategies.





What makes global brands such as Amazon
so powerful and hard to compete with?

CONVENIENCE.

They have built their platform around their customer and focused on creating the fastest digital shopping user experience to ensure that their customers always come back for more.

Your User Experience Needs To Be

1

**Faster than the
competition**

2

**Highly
engaging and
personalized**

3

Always secure

4

**Always reliable
to deliver
customer needs**

5

**Always
accessible,
anywhere and
anytime**

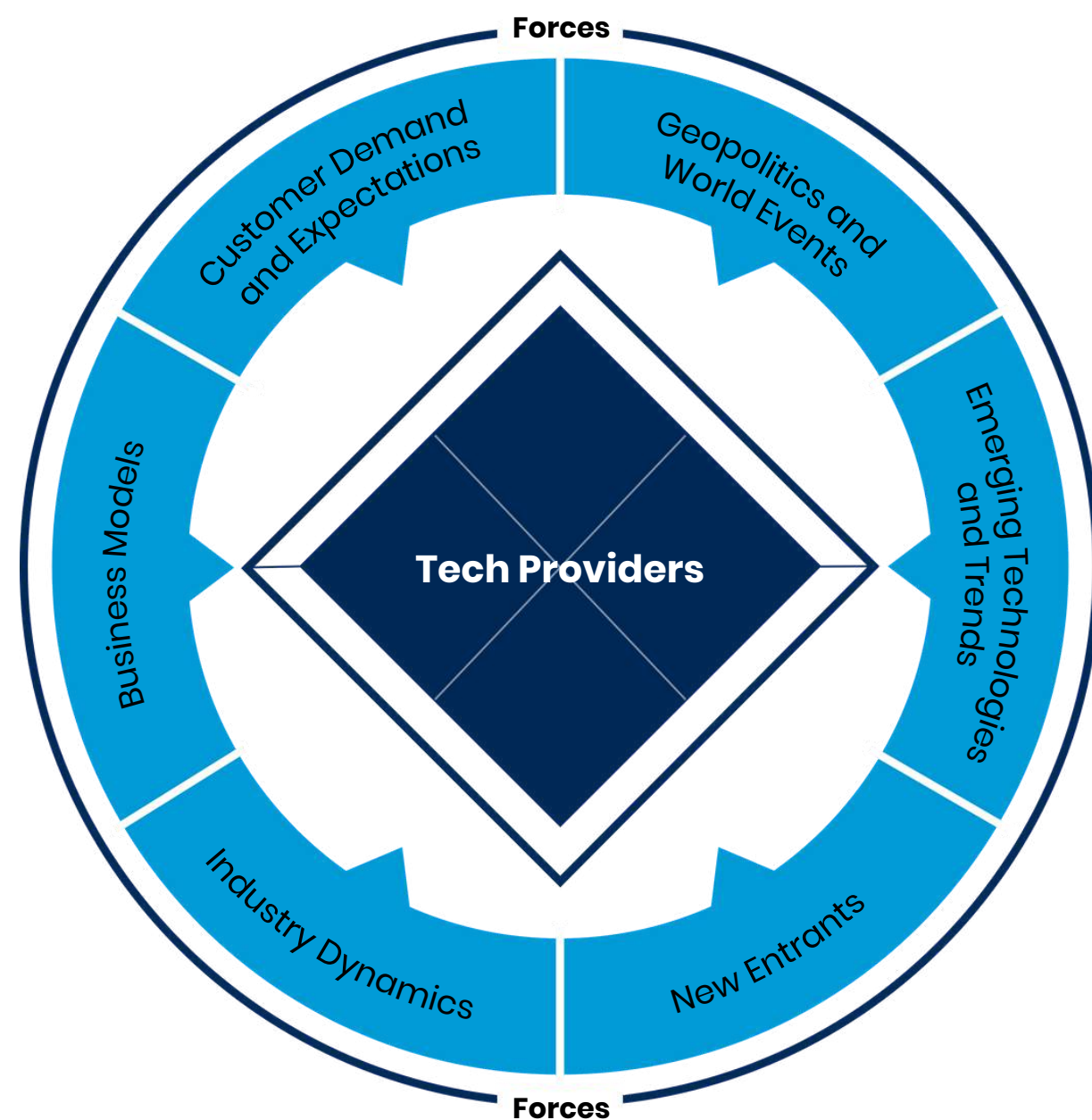
6

Always relevant



04

Building and Sustaining a Relevant Digital Experience Is The Priority



Key Forces Shaping Technology and Services Providers Into 2025

Source: Gartner

No industry is exempt, as technology is becoming pervasive in all aspects of the business, society, and government.

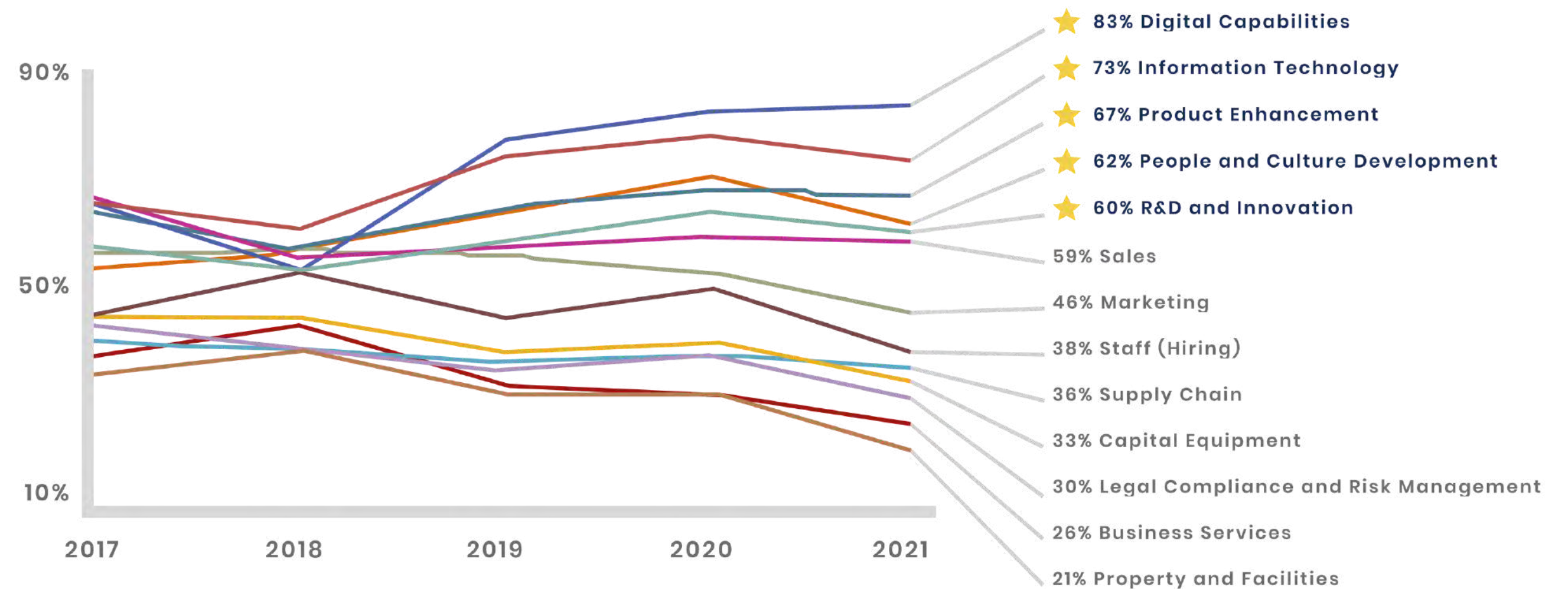
Your ability to provide your consumers precisely what they want, when they want it, is critical to your business's continued relevance and development.

This means that your business needs to build and launch engaging, relevant, and personalized digital experiences **faster than ever before.**

All providers will feel pressure to adapt their products and modify the way they do business as creative TSPs leverage emerging technologies to build new offers and business models.

According to Gartner's 2021 study into the priorities of global enterprise C-Level executives;

the answer to this challenge is to invest heavily in the following capabilities:



It's quite clear that every brand or enterprise must put digital capabilities at the forefront of their growth strategy.

Enhancing digital capabilities though is not enough – it relies on investing in IT expertise, emerging technologies, recruiting the right people needed.



.....

Most providers have ridden this wave of technology-driven growth in their markets, but the pressure to deliver results in the short term leads to missed opportunities in the long term.

FACT:

The key to actually ensuring you have real and sustained digital business growth depends on your ability to deliver on an **ONGOING** basis.

Software delivery is never a destination... It's a never-ending journey of improvements and iterations.



05

Building In House capabilities vs Outsourcing to IT service providers

You have most likely experienced both the benefits and challenges of both operation models throughout your career so far. They both have obvious advantages and disadvantages.

But they share a common and glaring limitation:

Scoped Projects.



.....

Scoped project requirements and deliverables deny you the strategic advantage of responding fast enough to market needs and changes



Building In-house Digital Capabilities

Limitations and Challenges

- 1** **Scoped project requirements**

Pre-defined, agreed upon requirements that assume no changes or unexpected upgrades to be made in the near or long-term future.

- 2** **Talent recruitment**

Without a senior and experienced IT expert overseeing recruitment; talent recruitment takes time and can be costly if the incorrect person is hired.

- 3** **Talent retention**

IT talent and specialists are in high-demand. Ask your in-house developers how many offers they receive on a daily basis. It's crucial to keep track of their satisfaction and performance if you want to keep growing.

- 4** **Limited tech and UX expertise**

Depends on your current team capabilities – however, you will always need to hire specialists if an emerging tech will be needed.

Limitations and Challenges

5 No flexibility

Unless you have vast resources to finance an ever-expanding team of IT specialists, you will always rely on outsourcing to personnel based on evolving project requirements.

6 Relevant Market Expertise

It depends on if you have industry professionals on board; nevertheless, an appropriate consultant, product manager, and business analyst are rarely offered to help with design and development.

7 Capacity to grow and scale

Building and optimizing in-house digital capabilities is a costly undertaking fraught with predicted and unforeseen setbacks – which is never the ideal formula for laying the stable foundation required for business growth.

A photograph of three business professionals in an office setting. In the foreground, a man with a beard, wearing a white shirt and dark tie, is seated at a desk, typing on a laptop. Behind him, a woman in a blue shirt is also working on a laptop. In the background, an older man with a beard, wearing a dark suit, is talking on a mobile phone. The office has large windows in the background and a bookshelf on the right. The text 'Outsourcing to Service Providers' is overlaid in the center in a large, white, sans-serif font, with the first part of the text inside a dark blue rectangular box.

Outsourcing to Service Providers

Limitations and Challenges

- 1** **Scoped project requirements**

Pre-defined, agreed-upon criteria that anticipate no unexpected modifications or upgrades in the short or long term.

- 2** **Delayed delivery**

IT projects rarely are delivered on time.

- 3** **Unpredictable cost and expenses**

Unpredictable cost and expenses: Unpredictable costs and expenses include any required adjustments to predetermined requirements, the loss of a team member during project development, and so on.

- 4** **Quality**

For a number of factors, communication, performance, and product quality can easily be harmed.

Limitations and Challenges

5

Relevant Market Expertise

Depending on the service provider and vendor, an appropriate consultant, product manager, and business analyst are seldom given to assist with design and development.

6

Unpredictable vendor issues

There may be issues that prevent your vendor from finishing the job.

7

No flexibility

When it comes to change, the ability to rearrange and realign is critical to ensuring that software solutions are delivered more smoothly.

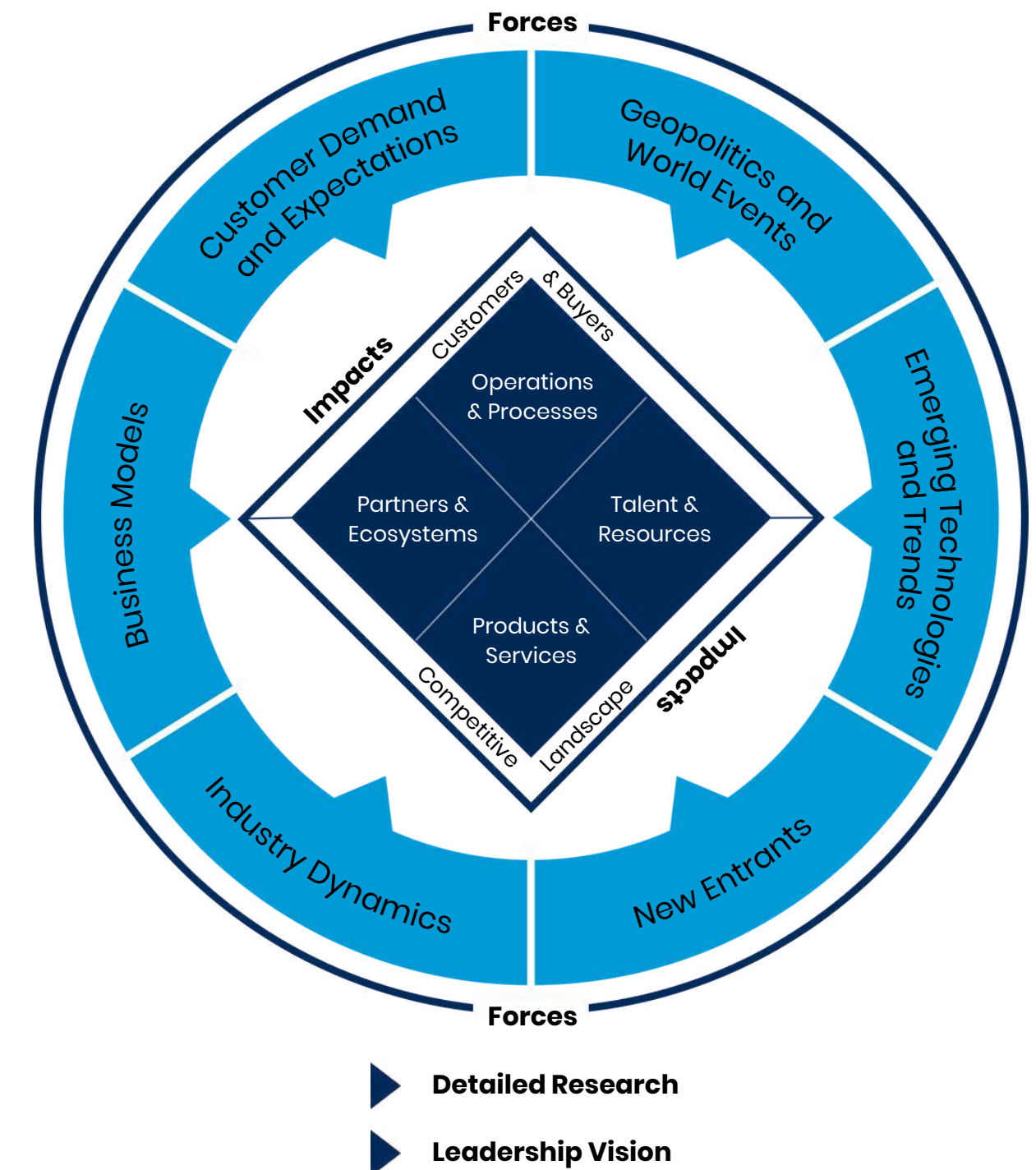
Vendors are generally experts in a certain technology stack. Any change implies they'll have to employ and dismiss people based on their ability to recruit.

06

Going Forward: Sustaining Digital Business Growth

You're Probably Asking Yourself ...

- How can we realign business priorities quickly enough to adapt to the sudden market and customer needs?
- How can we possibly budget and allocate resources quickly enough?
- How can we find and retain the needed specialists to ensure our changing digital project requirements are met with minimum disruption and delay?
- How can we ensure we can remain technologically superior to our competitors if the need for specific technologies emerge suddenly?
- How can we be faster to market with new products and enhancements?



Tech Provider 2025 Architecture

Source: Gartner



A smarter approach towards software delivery and production of superior digital experiences is needed...

A managed process where you can control the pace and momentum of your business growth.

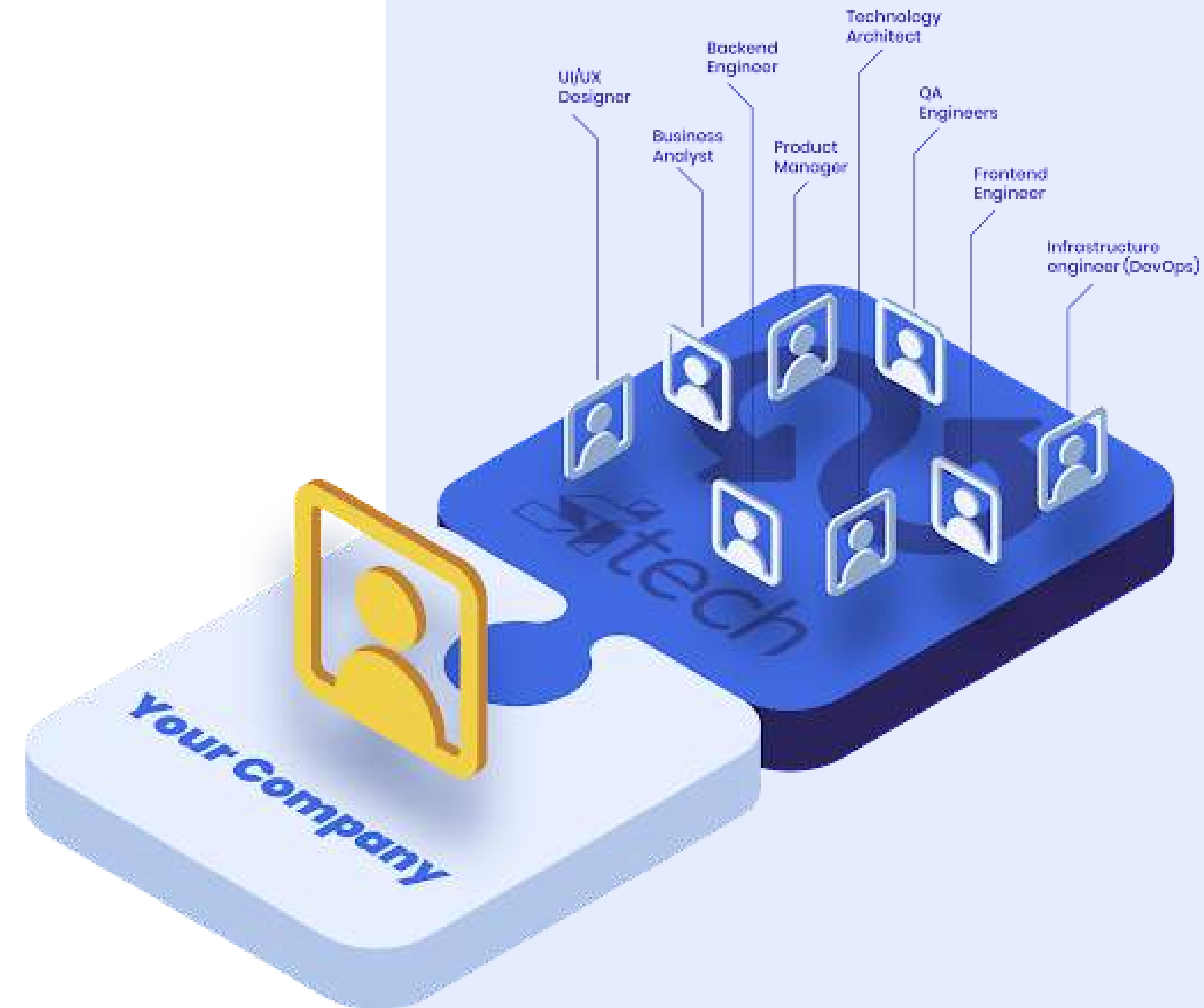
We call this approach

MANAGED TEAMS.

Our job as a technical service provider is to create value by assisting our clients in **strengthening their business and operational models**, in addition to providing life-changing digital goods and experiences.

What are MANAGED TEAMS?

A specialized team of world-class software developers, UI/UX experts, and product managers with industry and market knowledge tailored to the requirements of your product and project at **every stage of growth.**



Managed Teams give you the strategic advantage of enhancing your digital capabilities that immediately boost your:

1

Development of Products and Services

2

Flexibility in adapting to market disruptions

3

Capacity to prepare for a long-term, true digital transformation

4

Ability to make incremental improvements and use data to methodically innovate

5

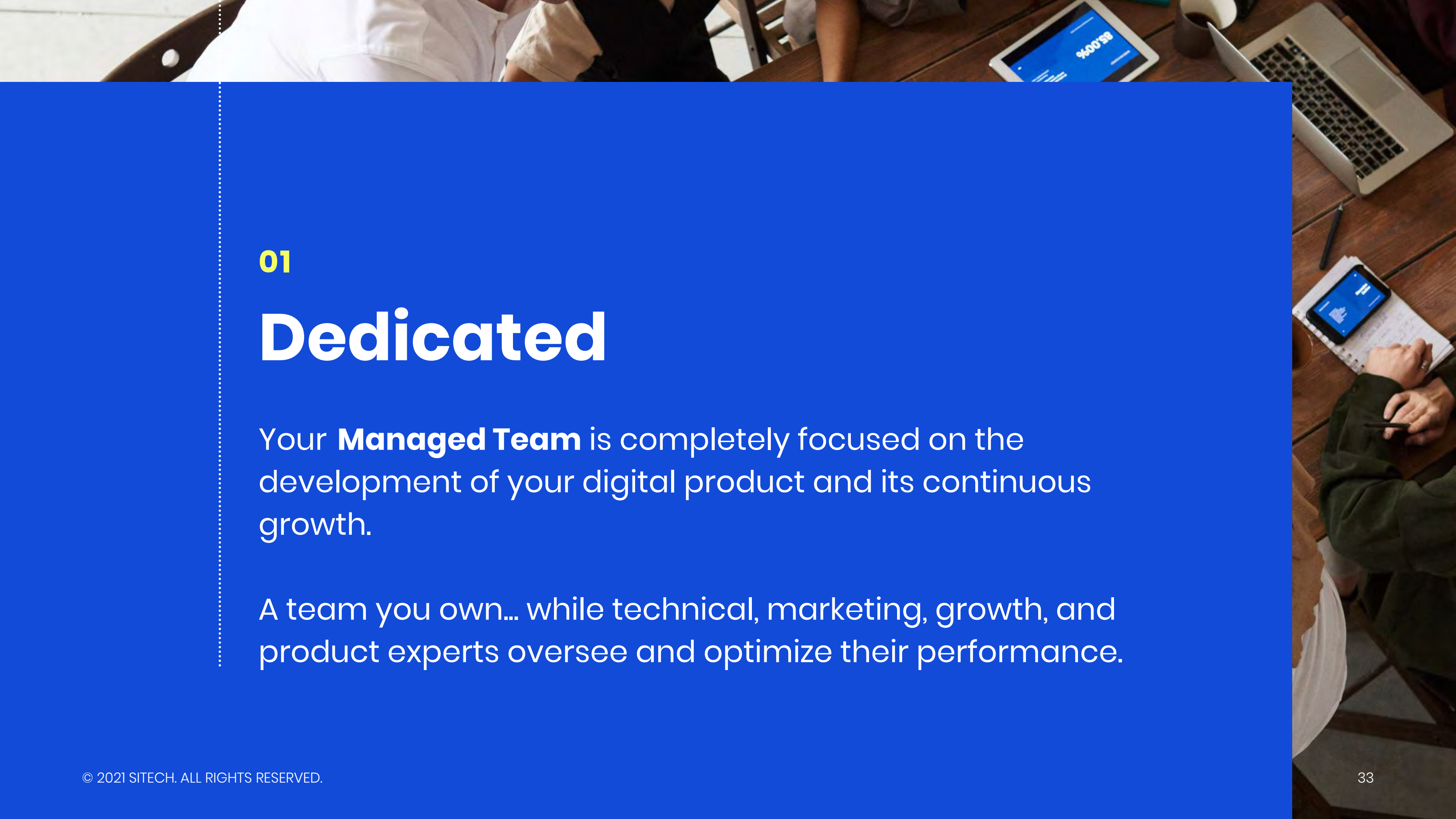
Ability to hire world-class digital talent without interrupting your business or project delivery

6

Ability to launch faster to market



Managed Teams Are:

A high-angle photograph of a wooden meeting table. Several people are seated around the table, their hands and arms visible. On the table are two laptops, two tablets displaying charts, and a smartphone. The scene is brightly lit, suggesting an indoor office or meeting space.

01

Dedicated

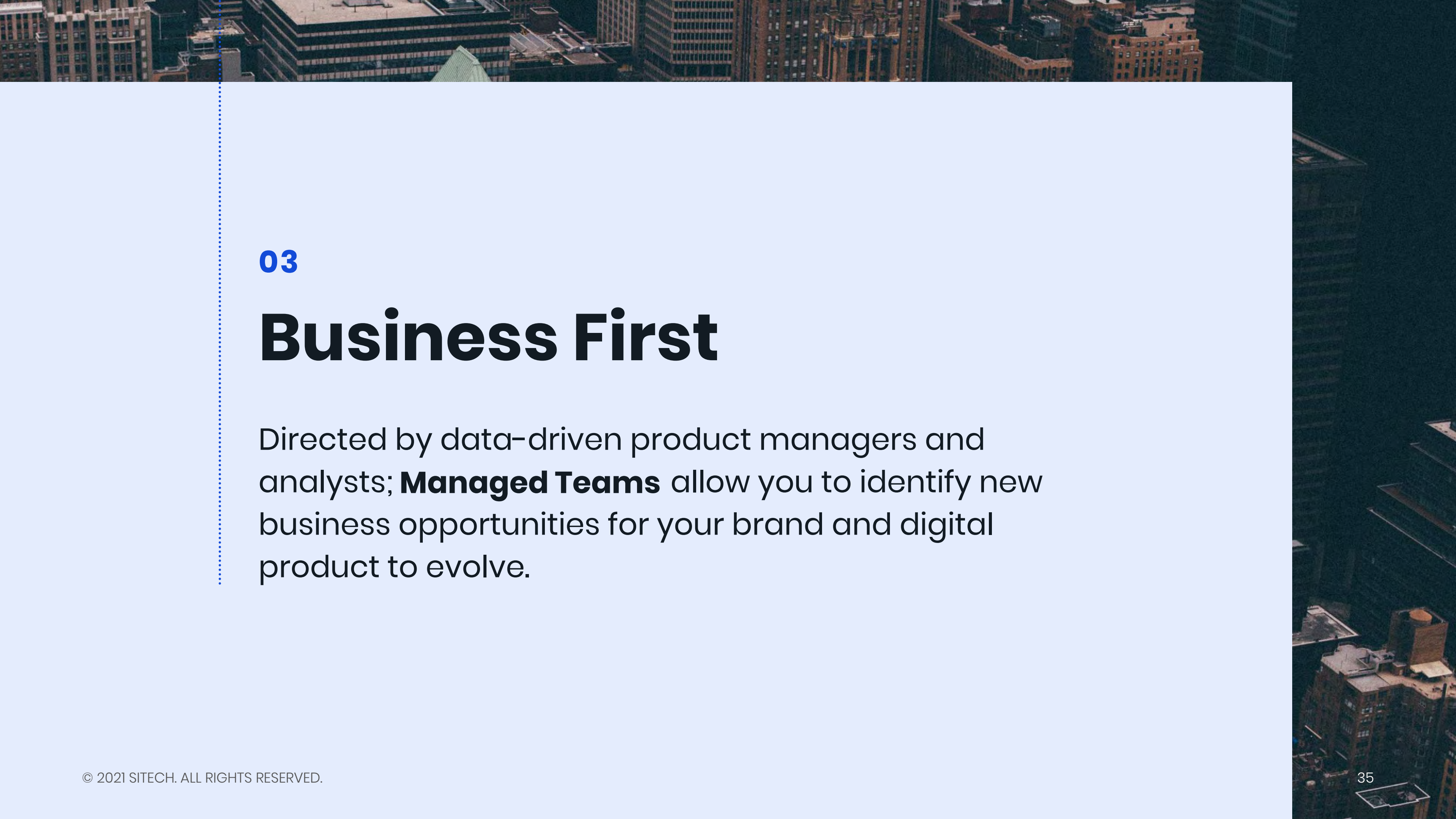
Your **Managed Team** is completely focused on the development of your digital product and its continuous growth.

A team you own... while technical, marketing, growth, and product experts oversee and optimize their performance.

02

Systematically Innovative

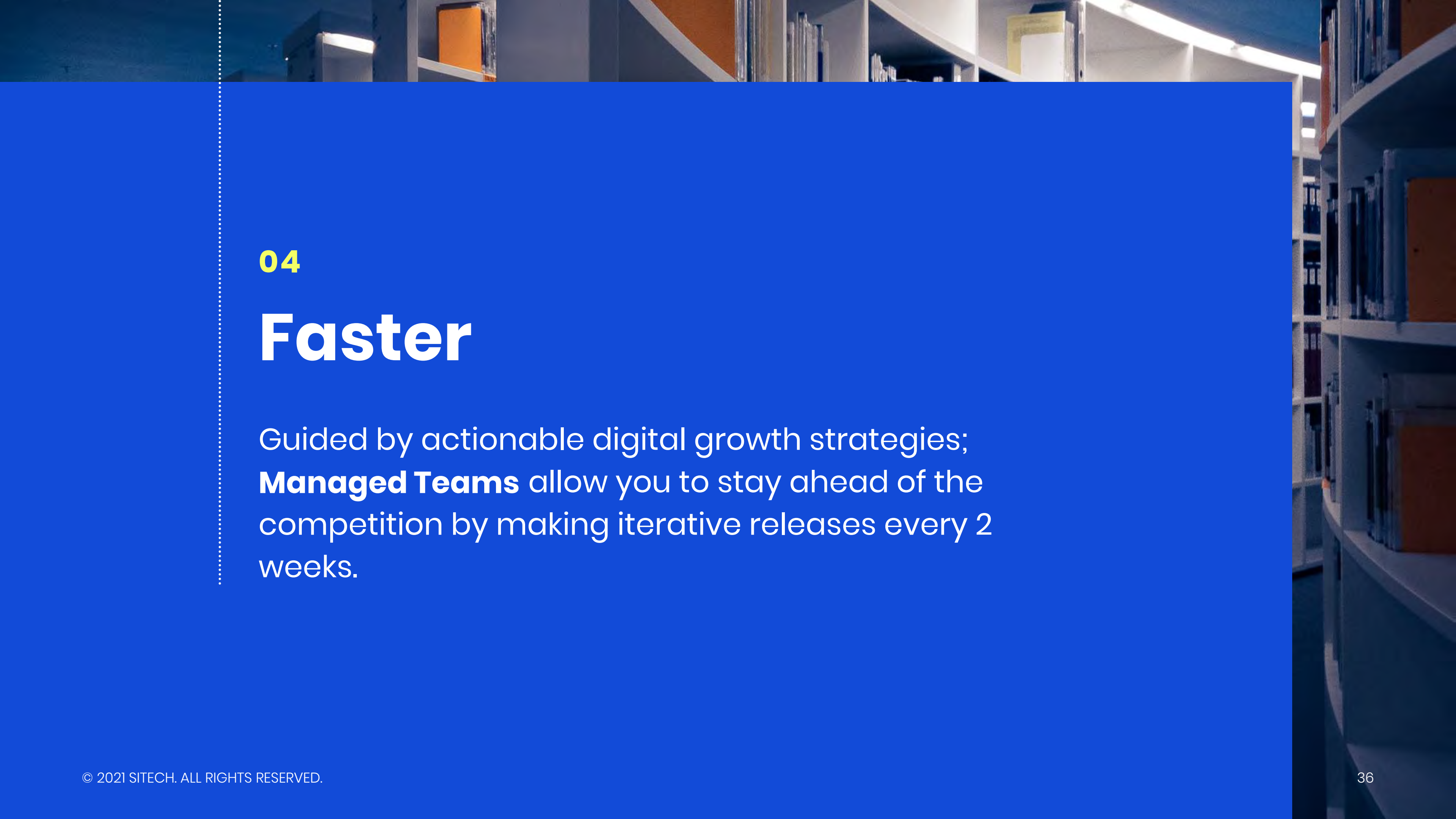
Managed Teams work in environments that encourage innovation – allowing you to engage customers with highly personalized and immersive digital experiences.



03

Business First

Directed by data-driven product managers and analysts; **Managed Teams** allow you to identify new business opportunities for your brand and digital product to evolve.



04

Faster

Guided by actionable digital growth strategies; **Managed Teams** allow you to stay ahead of the competition by making iterative releases every 2 weeks.



05

Tailored Flexibility

Your product and digital business requirements are impacted by change constantly; your **Managed Team** skill set is populated on-demand from a rich pool of world class digital and IT experts.

06

Un-Siloed

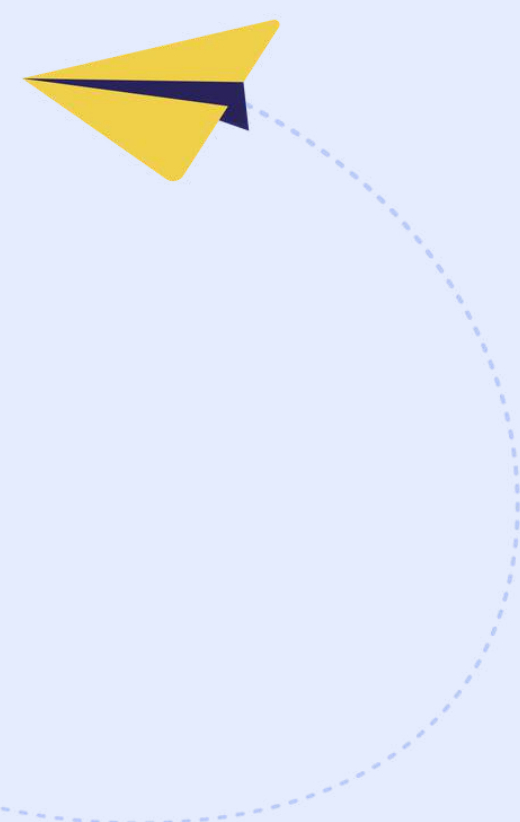
All relevant departments (strategy, growth, engineering, design, etc.) in your **Managed Team** are communicating and coordinating efforts seamlessly, avoiding any common pitfalls that are typical of in-house and outsourcing IT project development processes.



Adopting **MANAGED TEAMS** provides you with the strategic flexibility you need to lay the groundwork for long-term digital transformation and development while also achieving your short-term goals.

Real Digital Transformation Demands Strategic Flexibility and Continuous Adaptability to Change

Adapt to changes seamlessly



Assigning the ideal team based on your need



Design

1

Relevant UI/UX expertise

Allow UI/UX experts with in-depth knowledge of your industry, product, and market to create your UX and CX journeys.

2

Every Microsecond counts

Users spend seconds to fulfill their need and even less to determine whether you are worthy of their attention. Thanks to monitoring insight into real-time user behavior, our designers are constantly improving your experience.

3

Closed Loop Experiences

Highly customized interaction across all channels and touchpoints, with best practices in accessibility enabling for smooth user feedback.

Engineering

1

Managed Delivery

Your Managed Team is built to enable your business to launch faster to market and stay ahead through iterative releases made every 2 weeks.

2

No Disruption

Should a disruptive trend or new technology have an influence on the delivery or launch of your digital product, your Managed Team will move and realign instantly, replacing redundant talent with relevant technological specialists.

3

World Class

Managed Teams are tailored to your needs from a rich pool of world class certified software engineers each specializing in specific technologies and industry specific digital projects.

Strategy

1

Strategic Flexibility

Managed Teams assist you in navigating change and interruption brought on by external sources without jeopardizing company performance, service quality, or capacity to meet strategic objectives.

2

Managed Growth and Scalability

Managed Teams are customized to your project's requirements; they're readily scalable and expand as your company develops and your demands change.

3

Build Smarter

The cost of hiring, managing, and retaining digital experts is well-managed, predictable, and under control. There will be no significant cost increases or unplanned and expenditures.

Product-Centric Delivery

1

Launch Smarter

Your technical and business requirements will always be aligned thanks to product managers and business analysts with a thorough grasp of your project's success prerequisites.

2

Eliminate Restrictions

Managed Teams will enable you to break free from the constraints and limits of "scoped projects" and provide iterative product-centric solutions.

3

Continuous Growth

Our product managers continually innovate, enhance, and diversify product value propositions (PVPs) throughout the process to adapt to changing markets.

Product Managers' Contribution To Success and Growth



As technology markets evolve, market forces and the resulting impacts will require all product managers to take action and rethink. Product managers need to navigate the life cycle of products, services and solutions to ensure disruption doesn't hinder digital business transformation.

A background image showing three business professionals in an office setting. In the foreground, a man with a beard and short brown hair, wearing a white shirt and dark tie, is focused on his laptop. Behind him, a woman with long dark hair is also working on a laptop. In the background, an older man with a grey beard is talking on a mobile phone. The office has large windows and a bookshelf.

How **Managed Teams** stand against other software delivery models

	In-House	Outsourcing	Managed Teams
Cost of Software Delivery	Steep cost creep	Unpredictable	Managed, predictable, and lower total cost of ownership
Communication	Varies based on organization structure.	Varies based on organization structure.	Un-siloed, seamless, and collaborative.
Launch to Market	Varies based on in-house capacity	Varies based on capacity of service provider	Faster and systematic
Deliverables	Limited by scope	Limited by scope	Unlimited by scope
Adaptability to Change	Varies based on access to necessary resources	Varies based on access to necessary resources	Unlimited flexibility and access to necessary resources to seamlessly adapt
Product and UX Innovation	Scoped	Scoped	Systematic innovation throughout software delivery and launch journey
Access to Required Expertise	Varies based on access to necessary resources	Restricted to specific technologies and skill sets	Unlimited access to rich pool of full time world class experts
Talent Recruitment and Retention	Varies based on access to necessary resources	Limited	Dedicated human capital team scout and support the best talent worldwide
Performance	Varies based on work environment	Varies based on work environment	Optimal environment created and built for each Managed Team project members
Product-Centric	Depends on availability of product manager with relevant expertise	Depends on availability of product manager with relevant expertise	Certified product managers with deep expertise in relevant industries.



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Transforming your business
and operations model
through Managed Teams
allows you to set up your
business for sustainable
digital business growth and
transformation today.

KEY TAKEAWAY:

We live in an increasingly digital world where disruptive changes are occurring at a frightening pace. These changes are determined by the needs and preferences of your customers.

If you don't meet those needs, your brand becomes irrelevant.

By 2025, customers will expect and demand products that offer dynamic, proactive and even prescriptive, personalized experiences.

If you would like to explore how Managed Teams can immediately enhance the core capabilities your business must address to grow, we would love to hear from you!

Drop us a message via our website or feel free to reach out to any of our experts via email:

info@sitech.me

Find our experts online:



Zaid Farekh

CEO



Michael Motta

VP of Product



Firas Ghunaim

VP of Marketing and Growth



Sitech is a technology and digital transformation solutions provider.

We've helped Fortune 500 global enterprises get even bigger, and enabled startup businesses to realize impactful growth and real digital transformation through **Managed Teams.**