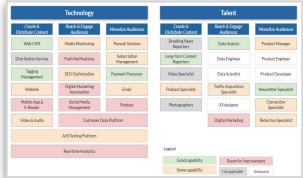
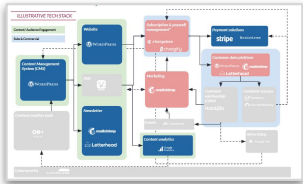



Technology Audit Sprint

Project Overview



Project Overview: Technology Audit

Weekly Plan	Focus	Output	Example Deliverables
<p>Week 0 Mobilise</p>	<p>Align on scope and coordinate inputs, including sharing survey and scheduling stakeholder interviews.</p>	<p>Survey issued, interviews scheduled, and project plan confirmed.</p>	
<p>Week 1 Assess</p>	<p>Assess the current technology stack across core areas (e.g. CMS, data, CRM, paywall), including built vs bought vs custom solutions and how effectively they support business goals.</p>	<p>Clear view of the current stack, key gaps, inefficiencies and areas of over- or under-investment.</p>	
<p>Week 2 Select</p>	<p>Define improvement opportunities and introduce relevant vendor options, including guidance on how to evaluate and work with partners.</p>	<p>Prioritised recommendations and shortlist of options to improve capability, reduce complexity and support growth.</p>	

Our *Technology Audit Sprint* is delivered in 2 weeks, to assess your tech stack and define where to optimise or invest and how to do it



1. Context & data gathering

- Interviews to understand business/technology priorities and challenges
- Questionnaire to understand existing technology systems and tools (e.g. CMS, data, CRM, paywall, analytics)



2. Technology stack mapping & assessment

- Map tech stack across core areas (content, data, distribution, etc.)
- Identify overlaps, gaps and dependencies across tools and workflows
- Assess how effectively tech stack supports business goals



3. Insights & recommendations

- Identify inefficiencies, duplication and over- or underinvestment
- Benchmark against best practice and typical publisher architectures
- Define improvement opportunities



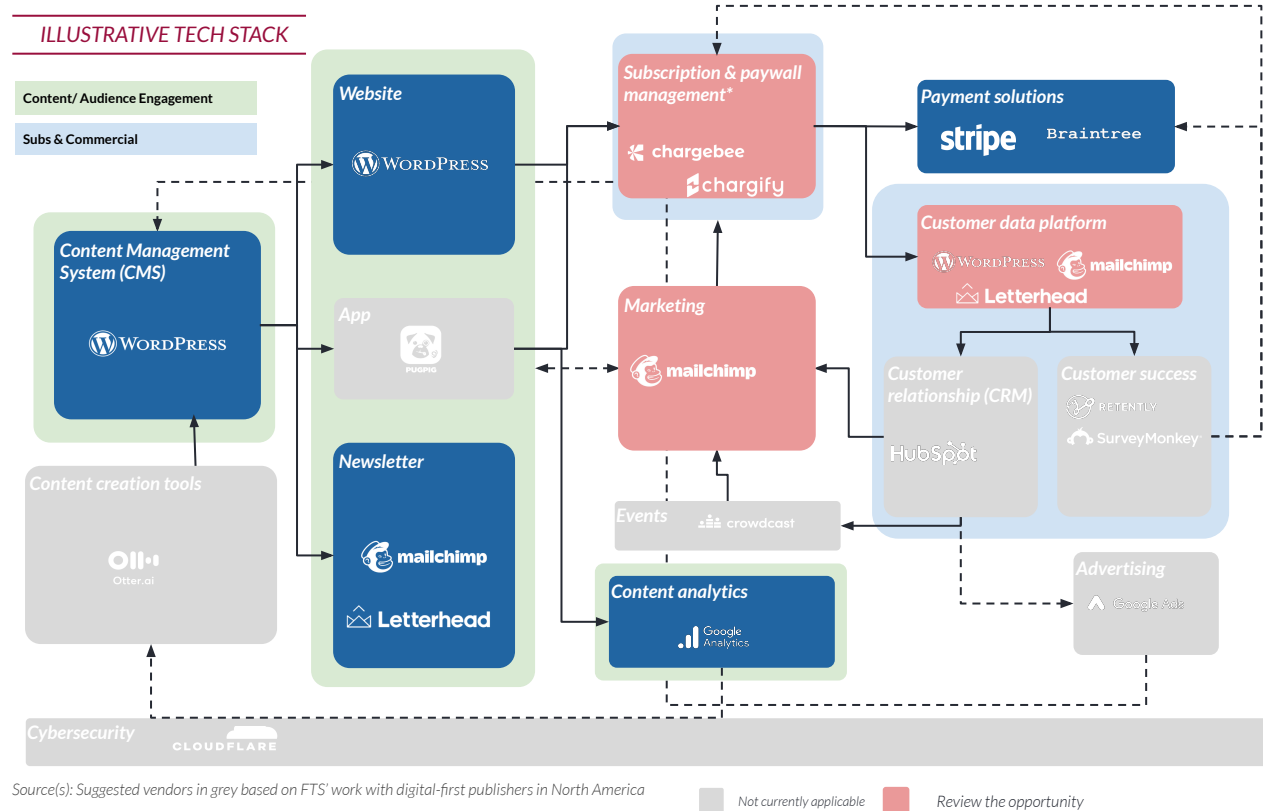
4. Action plan

- Introduce vendor options and best practices for working with partners
- Provide a prioritised action plan to simplify the stack and optimise for growth

Analysis is conducted across your full technology stack to assess capability, efficiency and alignment with business goals

Note: Illustrative but non-exhaustive list of steps and analysis

Map the current tech stack to identify gaps and areas for improvement



Key questions addressed

Is our technology stack fit for purpose?

Where are the key gaps, inefficiencies or overlaps?

Is our technology enabling growth or limiting it?

What should we build, buy or optimise to future-proof the business?

Assess your existing technology maturity across key business functions and prioritise capabilities that enable your business objectives, efficiently

Technology		
Create & Distribute Content	Reach & Engage Audiences	Monetize Audiences
Web CMS	Media Monitoring	Paywall Solution
Distribution Service	Push Notifications	Subscription Management
Tagging Management	SEO Optimization	Payment Processor
Website	Digital Marketing Automation	Email
Mobile App & E-Reader	Social Media Management	Podcast
Video & Audio	Customer Data Platform	
A/B Testing Platform		
Real-time Analytics		

Talent		
Create & Distribute Content	Reach & Engage Audiences	Monetize Audiences
Breaking News Reporters	Data Analyst	Product Manager
Long-form Content Reporters	Data Engineer	Product Engineer
Video Specialist	Data Scientist	Product Developer
Podcast Specialist	Traffic Acquisition Specialist	Newsletter Specialist
Photographers	UX designer	Conversion Specialist
	Digital Marketing	Retention Specialist

Legend

Good capability	Room for improvement
Some capability	Not applicable
	Outsource

Building your tech stack will require evaluating vendors' costs and time-to-market; we provide approximations based on our experience

	NOW	NEXT	LATER			
	BI Dashboard	Subscriptions management	Paywall provider	Data warehouse	Podcast solution	Totals
Overview	[Opportunity 1 description]	[Opportunity 2 description]	[Opportunity 3 description]	[Opportunity 4 description]	[Opportunity 5 description]	
<u>Illustrative vendor</u>	[Vendor 1]	[Vendor 2]	[Vendor 3]	[Vendor 4]	[Vendor 5]	
Time to Implement	1-2 days	2-4 weeks	6-8 weeks	10-12 weeks	1-2 days	
Implementation cost	Nil	£xk - yk	£xk - yk	£xk - yk	£xk - yk	£xk - yk
Ongoing costs per annum	£xk - yk	£xk - yk	£xk - yk	£xk - yk	Nil (free version available)	£xk - yk

The project will help simplify your stack, reduce inefficiency & enable growth



Simplify your stack

- Identify overlapping tools and reduce unnecessary complexity
- Rationalise systems across content, data, CRM and monetisation
- Improve integration and data flow across platforms



Reduce cost & complexity

- Identify manual processes and opportunities for automation
- Reduce operational inefficiencies across workflows
- Reallocate resources from low-value maintenance to high-impact activity



Enable growth

- Ensure the tech stack supports business goals (conversion, engagement, revenue)
- Identify gaps limiting performance across lifecycle, content or monetisation
- Improve capability to support experimentation and optimisation



Make smarter decisions

- Define where to build, buy or optimise existing solutions
- Identify relevant vendors and tools to support priority areas
- Provide a clear approach to selecting and working with partners

FT STRATEGIES

Partner with FT Strategies to turn your technology stack into a driver of performance, efficiency and sustainable growth.

Book a Discovery call



FTStrategies.com

