WEBINAR

APRIL 22, 1:00 PM ET / 17:00 UTC

Best Practices for Selecting Technology Remotely

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Real Story Group
Three Subscription Offerings

#1 Vendor Selection Advisory
Inform and empower tech selection teams with critical research and candid advice

#2 Omnichannel Stack Advisory
Advise stack owners on strategic decisions and technology choices

#3 Council-Level Membership
Host executive leadership council for peer support to omnichannel stack owners
## A Different Kind of Analyst Firm

<table>
<thead>
<tr>
<th>INDEPENDENCE FACTORS</th>
<th>REAL STORY GROUP</th>
<th>OTHER FIRMS</th>
</tr>
</thead>
<tbody>
<tr>
<td>CONSULT TO VENDORS?</td>
<td>NO</td>
<td>YES</td>
</tr>
<tr>
<td>SPEAK AT VENDOR EVENTS?</td>
<td>NO</td>
<td>YES</td>
</tr>
<tr>
<td>ACCEPT EXPENSES &amp; HOSPITALITY FROM VENDORS?</td>
<td>NO</td>
<td>YES</td>
</tr>
<tr>
<td>WRITE PAPERS FOR VENDORS?</td>
<td>NO</td>
<td>YES</td>
</tr>
</tbody>
</table>
There was already a movement afoot to do more technology selections remotely.

Pandemic environment has caused some enterprises to rethink their technology stacks and prioritize new procurements.

Whenever possible, we recommend doing demos and proofs-of-concepts in person.

But, if you must select from a distance, here’s some pitfalls to avoid and best practices to follow.
Six Phase Vendor Procurement Model

Needs Analysis
1. Articulate Business Case
2. Identify Stakeholders
3. Establish Governance
4. Gather & Analyze Reqsmts
5. Measure Risk & Maturity

Scenario Development
1. Develop Testable Scenarios

Market Analysis
1. Research the Marketplace
2. Create Target List
3. Decide Solicitation Approach

RFP / Tender
1. Develop RFP
2. Issue RFP
3. Answer Bidder Questions
4. Evaluate Vendor Proposals

Demos & POC
1. Conduct On-Site Demos
2. Negotiate Pricing & Contract
3. Filter to Final List
4. Run Competitive Proof of Concepts

Selection & Launch
1. Make Final Supplier Decision
2. Pilot Solution
3. Implement
Best Practice: Involve the Right Stakeholders at the Right Levels

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Best Practices: Involve the Right Stakeholders at the Right Levels

Image source: zoom.us
Potential Pitfall: Skipping Scenario Development

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RSVP
Potential Pitfall: Speeding Through Research Phase

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## Best Practices: Remote Demos

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RSVP
Potential Pitfall: Shortcutting (or Skipping) Bakeoff

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RSVP
REAL STORY VENDOR PROCUREMENT

RSVP
Key Take-aways

• If you adopt a structured selection process, your location shouldn’t matter.

• Descriptive, not prescriptive, narrative scenarios should still be central.

• Don’t just involve the usual vendor suspects – dig deeper in your shortlist research.

• Proofs-of-concept remain the best way to test technology and team fit.
Final Thoughts

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