TIP SHEET

7 TIPS ON EVOLVING YOUR TECHNOLOGY STACK

KORE
SOFTWARE

During a KORE Software Customer Insights Webinar attended by sports and entertainment professionals, executives from the NBA's Miami Heat and Los Angeles Lakers identified seven tips to help you evolve your technology stack.

CUSTOMER INSIGHTS

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"Understanding where you're at in your BI technology journey will affect your actions and strategy. Your priorities will vary if you've just started laying a foundation vs. being years into your evolution and integration process."

- Russell Scibetti, President of KORE Planning & Insights

1 Understand your strategy and goals.

Let your strategy drive your technology, don't allow your technology to drive your strategy. Knowing where you want to go and the reasons you want to get there will help you evaluate and select the right technologies.

2 Choose technologies that can be seamlessly integrated.

It may take 5, 10, 15 data platforms or more to accomplish all of a team's business initiatives. So it's imperative they all work and evolve together.

3 Factor in all costs.

Once you move beyond the purchase price of the new technology, you should also factor in the maintenance costs, training costs and opportunity costs and evaluate the platform based on its ROI.

4 Acquire the best resources.

Find people with the right skills, or develop them internally, to execute the variety of technologies in your stack.

5 Choose technologies that can be personalized.

By creating easily customized and personalized screens and dashboards, individual sales reps can readily see their progress and projections and change their strategy when needed.

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6

Select best in class training and education.

Your platforms are only as good as the people using them. Once you get the right technology in place, if you don't have the resources and the talent who know how to use it and make the most of it, you're not going to see a good ROI. Invest in training and cultivate a culture that drives user adoption.

7

Request consistent feedback.

Getting to know how each individual sales rep works, you can customize your message and communication with them to increase user engagement.

If you like these tips, click here to view the full webinar recording!

The process of selecting, implementing and weaving together the multitude of data platforms it takes to create your technology stack can be challenging. However, once you have your pieces in place, your team will reap the benefits of strategic business intelligence.

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Ticketing & Fan Engagement™
Sponsorship & Partner Engagement™
Suites & Premium™
Data Warehouse & Analytics™

See how we can help streamline your sponsorship sales and activation efforts or deepen your fan engagement with our specialized software applications.