Sandler Consultancy
Working with the people behind the tech
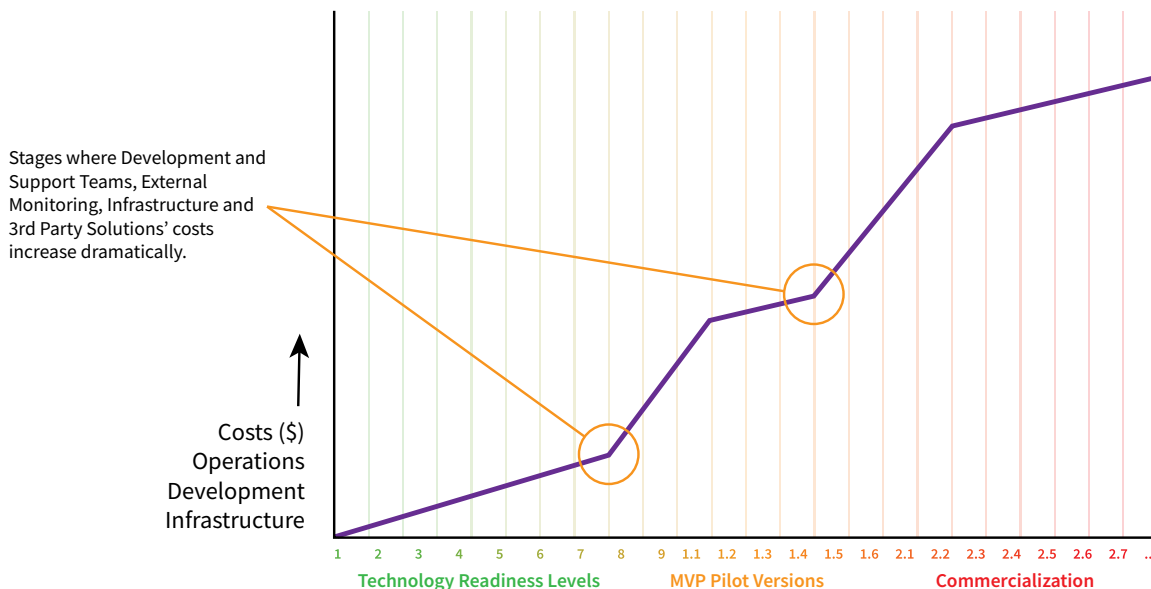
Staying Lithe, Agile, Lean, Elastic, and Disruptive Throughout Your Product's Lifecycle

Lithe, Agile, Lean, Elastic, and *Disruptive* are terms often used to describe SME business and technology teams who are innovating and succeeding in the tech sector. And when your team is new, your product is young, and you're still in that pre-commercialization stage, it's easy to live up to these values as you move through the Technology Readiness Levels (TRL).

But once new SMEs approach TRL-9 or beyond, and begin to commercialize their MVP, everything changes. Ensuring the new application outpaces the competition adds a huge amount of pressure. That pressure often comes from a push for more product differentiation, or a need to add value through functionality. But there are also regulatory and compliance standards that must be met. At this point, SMEs really start to see their Product and Software Development Team costs soar.

Accelerated Labour Costs at Key Transitional Stages

Stages where Development and Support Teams, External Monitoring, Infrastructure and 3rd Party Solutions' costs increase dramatically.

Costs ($)
Operations
Development
Infrastructure

Technology Readiness Levels | MVP Pilot Versions | Commercialization

1 2 3 4 5 6 7 8 9 1.1 1.2 1.3 1.4 1.5 1.6 2.1 2.2 2.3 2.4 2.5 2.6 2.7 ...

If you're in the B2B SaaS sector, you want to overtake your competition by building a product your customer needs, admires, and trusts. Your target client wants an intelligent, reliable system that enables their business to save money, increase revenue, and satisfy customer demands.

To achieve this goal, your product will need to:
• Sustain a high level of quality
• Meet the market's current needs
• Continually evolve to become the standard your competitors start to follow

At the same time, the debate over integrating third party services can become a tangled web of complex decisions you and your leadership team have to make.

Scope to Roadmap: A Phased Approach

Our team at Sandler Consultancy (SC) customizes methods and processes to help SMEs resolve problems and manage costs during transitional stages. Working closely with your team, we develop a customized start-up growth strategy, designed to help you scale gracefully, strategically, and with minimal disruption to your organization.

Our goal is to **mitigate risk**, **reduce costs**, and **increase team cohesion** during the commercialization process, so you can focus on what really matters — bringing your innovative product to market.

The SC Start-up Growth Strategy consists of 5 Phases, beginning with a thorough assessment of your goals and challenges, and culminating in an actionable roadmap.

◎ **Scope** (PHASE 1)

● **Plan** (PHASE 2)

● **Fieldwork** (PHASE 3)

● **Assessment Report** (PHASE 4)

◎ **Roadmap** (PHASE 5)

SCOPE (PHASE 1)

The SC team conducts discovery sessions to align your expectations and goals, and ensure your application will meet current SaaS industry standards. We use these sessions to begin an assessment that will cover all aspects of your system from architecture to implementation, as well as application security, support services, and development cycle practices.

PLAN (PHASE 2)

During the planning phase, your team is given access to a secure portal to upload requested documents and information. After initial reviews of your application are completed, we request key technical staff to meet with our technical assessor to review your application architecture and begin in-depth evaluation and testing.

FIELDWORK (PHASE 3)

The fieldwork phase involves walkthroughs and demonstrations of your system. This takes place both on premises and remotely. We assign a project lead to coordinate sessions between reviewers and your technical staff.

Once the fieldwork is complete, we provide:
• A summary of findings and outcomes achieved during Phases 1–3
• An overview of the goals we will address next, in the Assessment Report

The Assessment Report identifies areas of deficiency within the architecture, implementation, and security of your web application. We will report on the following as they apply to your application:

Systems
- Services Layer
- API
- Command and Control Systems
- Applications:
  - Code Review
  - Architecture
  - Quality Analysis
- Database Structures
- 3rd Party integrations
- Mobile Apps

Infrastructure
- Network
- Monitoring
- Server Hosting
- Power and Data Redundancy
- Security
- Penetration Testing (Review of Existing Reports)
- Application Vulnerability Assessments
- Policies and Procedures for managing security breaches

Application Support
- Development Life Cycle / Release Management
- Third Party Integrations and Dependencies
- CRM and Customer Support Systems

Problem Response Management
- Application Performance and Data Analytics

After identifying deficiencies and completing the Assessment Report, we provide an outline and cost estimate for the Roadmap. Your team reviews and approves the outline before we move into Phase 5.

ROADMAP PLAN (PHASE 5)

The Roadmap is a path to best practices that achieve critical upgrades and changes to your existing systems. It identifies the milestones and methods required to adopt new technologies and institute effective change management to improve your products and services.

This is a collaborative exercise between SC and your team, and will require substantial time over a period of 2–3 months. Our core focus is to outline necessary changes to the application, infrastructure, and team makeup, culminating in a comprehensive strategy for scaling your application to an enterprise-level solution. The Roadmap also includes best practices for the integration of existing and additional third party technologies, such as Machine Learning.

The Roadmap allows scaling to be initiated and encompasses three sections:

1. Detailed recommendations of how to implement the architectural changes, feature enhancements, and security updates outlined in the Assessment Report.

2. Cost estimate, timeline, and team members required to offer a scalable enterprise level service.

3. Methods for integrating Machine Learning into your services.
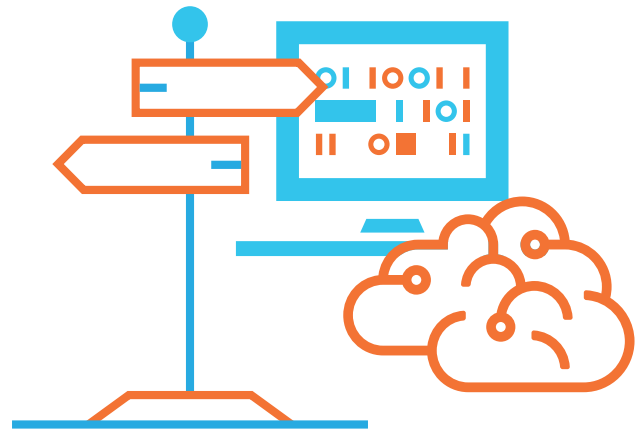
Next Steps

Once Phase 5 is complete, we review the tangible changes that have been achieved and help your team prepare for your next set of challenges. During this stage, we stay involved to ensure the Roadmap is successfully implemented, and if needed, provide your team with additional training and oversight.

We can also prepare your company to undergo certifications to report on the controls of your service organization. SC can connect your team with a third party that audits System and Organization Controls (SOC), or provides a Statement on Standards for Attestation Engagements (SSAE-16/18). These types of audits are common in the SaaS sector, and are becoming a standard requirement to assure enterprise-level customers of your solution's compliance with accepted web application standards.

How to Learn More

If you would like to learn more about how SMEs are already benefiting from our services, we welcome you to get in touch for a free consultation. We can discuss how SC's Start-up Growth Strategy can help your company outpace your competition.

Visit www.sandlerconsultancy.com/#contact to set up your free consultation.