5 things to avoid in a software partner

Partnering with another company comes with a certain level of risk. A great partnership helps both companies succeed, while a bad partnership leads to frustration, wasted time, and even wasted money. When choosing a software partner, how do you know which companies to avoid? The list below gives you 5 areas that might signal problems, and what each should tell you:

Insufficient experience: With the rapid rate at which technology changes, software companies come and go. Only the companies that constantly adapt manage to survive. When choosing a software partner, longer-tenured companies present the least amount of risk. It tells you that they're good at what they do and know what it takes to succeed. It also means they offer a great amount of experience, which is invaluable to any business.

What this should tell you: Insufficient experience should tell you that the company is unproven, and a partnership might come with higher level of risk.

Excessive fees: Unfortunately, software vendors regularly charge sneaky fees. Beyond the traditional user fees, many vendors tack on additional fees, like "run-time" fees and "distributor fees." These fees allow for the appearance of a low up-front cost, while milking as much money out of you as possible.

What this should tell you: Excessive fees tell you that they're more concerned about making money off of you than creating a partnership that works for both sides.

Poor support: Who supports the software? Will you speak to a script-reading, low-level phone operator in another country, or will you speak with product experts? Poor support leads to endless frustration and hours of wasted time. Make sure you know who supports the software before partnering with any software company.

What this should tell you: Low-level support indicates that they care more about cutting costs than they do about helping their partners succeed.

Closed architecture: Many software vendors completely lock down their software's architecture, which can only hurt your company in the future. For instance, closed architecture makes you rely on the vendor for customization and enhancements. This also means that you may be stuck with worthless and unmaintainable software if that vendor ever goes under.

What this should tell you: Closed architecture tells you that the vendor wants a one-sided partnership--in their favor.

Outdated capabilities: You want a software partner that's on the cutting-edge of technology, not one who plays catch-up. Software lacking modern capabilities indicates that a vendor is behind the times and should be avoided. For instance, beware of any "current" software these days that isn't web-based and doesn't include smartphone and tablet capabilities.

What this should tell you: Software that doesn't include modern capabilities should tell you that the vendor isn't at the cutting-edge of technology.

Learn how partnering with mrc gives you a competitive advantage. Call 630-916-0662, or click here.

mrc | 555 Waters Edge, Suite 120 | Lombard, IL 60148 | 630-916-0662 | www.mrc-productivity.com