



WHITE PAPER

/// DON'T LET ANALYSIS PARALYSIS KEEP YOU FROM MODERNIZING

In an era of information overload, it can be daunting to figure out what modernization and data-storage solutions are best for you. Read how to take tangible steps to overcome analysis paralysis and fast-forward to a technology solution that will serve your needs today and in the future.

Robert Sirchia

Cloud Practice Lead

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In an era of information overload, it can be daunting to figure out what modernization and data-storage solutions are best for you. There are public cloud options, private cloud options, combinations of both, countless service providers, endless avenues to explore. You know you need to do something, but you are overwhelmed so you do nothing. There's a name for this: analysis paralysis. Psychologist Barry Schwartz says it stems from the "paradox of choice," which leads to consumer anxiety. But fear not. There is a way to break free. We'll give you a road map here.

Know Your Pain Point

Here's something to consider: the volume and complexity of your data is likely *not* your biggest pain point. That can be managed. What is harder to manage are the expectations of your colleagues and your organization's stakeholders. How can you sell in a process that makes sense to *everyone*, from business to IT to your board? That's your pain point. A good place to start is by building your technology story, with the help of data analysis. Be intentional about it. Look to the oil industry for an example. Oil companies don't set out with the goal that they're going to extract all the oil in a region in one fell swoop. They start with small pipes that first identify the presence of oil before they go further. It's the same with your data. Mine carefully at first, test some things, analyze the results, then present insights. That way you will achieve buy-in across your organization before you drill deep with a modernization.

Try Not to Overthink Things

Don't be afraid to pick the wrong technology. Make sure you do careful analysis on the front end, of course. But then jump in and give something a try. You can always test and adjust. In fact you *should* test and adjust. Remember, it's a journey, not a destination. The key is to start moving, especially if you're pouring money into clunky and costly legacy systems. You don't have to have the perfect solution right away. It often takes trying different things to find that right fit. Start small. Do your analysis, follow your instincts, and you'll be fine.

Look at What Your Competitors Are Doing

Assume that your competitors are doing something. Maybe not all of them. But some are leveraging technology in a way that you are not. That doesn't need to frighten you. Let it motivate you. Make it your goal to accelerate past them. You can do this through modernization and an agile approach to technology. Let your competitors worry about what you're doing. Show them. There's no reason why your software can't be your differentiator.

Start with Baby Steps

Taking a nervous first step is just fine. Experiment a bit. Work with a consultant to get you set up with a new way of storing your data. Maybe it's the right play to have your data in one public cloud. Maybe it's three private clouds. But don't put the pressure on yourself to radically change things right away. Start small. If you're behind the competition, start catching up. Just remember: there are no 50-point touchdowns in football. The same holds true for cloud technology. The change can be profound. But start by racking up some first downs. Before long you'll be the one spiking the ball in the end zone.

Use an Outside Voice to Break Analysis Paralysis

There are egos in every organization. Perhaps you have one stakeholder who wants to go with Amazon Web Services, another who wants to go with Google, and they can't get past that. Can you relate? We're guessing you can. And that's natural in an organization. But if they're slowing down your modernization efforts, that's a problem. That's the point when it may be helpful to bring in a technology consultant to serve as a third party to break the tie from a non-partisan perspective and help you move forward.

Look to the Future

Once you've done your due diligence and you have a plan in place, and you've started small and tested the results, ask your two questions:

- What can we get done this year?
- Where do we want to be in five years?

It's always tempting to just focus on the short-term challenge. You may have an immediate need to scale an application or process data faster. We get it. But as you solve for your pressing issues, keep an eye on down the road. Does your technology decision impact your overall strategy? Odds are strong that your technology can be a pivotal element in securing your organization's data and future. Make sure you deploy it effectively and over the long term through modernization.



Embrace the Process

Joel Embiid of the Philadelphia 76ers may have a trademark on the phrase “The Process” — which he used to counsel patience to impatient fans — but that doesn't mean you can't embrace it as well. Technology modernization doesn't need to happen overnight, nor should it. But you want to move forward. And there's no reason why you can't enjoy the process. One way of enjoying each step is to work closely with a technology partner and develop a trust in each other. Resist the urge to just throw a technology challenge over the wall and say it's your problem now. Go deeper with your relationship. Form a partnership. The right partner will serve as your best advocate for making healthy, long-term change happen in your organization.

Here's a suggestion on how to maximize that relationship: ask your technology partner for a proof-of-concept application. This can serve as a proof point on how your operations can move faster. If the test application works, have a discussion about this can be applied more broadly. Remember, the faster your operations run, the more it helps your bottom line.

Looking Ahead

In the past two decades, the market has selected winners and losers based on their software innovation. Those who wield software as a differentiator and move past analysis paralysis have emerged as industry leaders. Achieving your business goals requires a partner who understands your problems and can apply the right technology to move past analysis paralysis.

Magenic offers a **cloud-readiness assessment** that can help your organization determine your pain points, assess your options, and crystallize a road map forward.



About Magenic

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