



Church Mgmt System

CTO as a Service

Prepared for

Riverlife Church

6 Loyang Besar Close, Singapore
509026

<http://www.riverlife.org.sg>

Ben Eoon

benedicteoon@riverlife.org.sg

BUOOY

Make the web work harder for you



71 Ayer Rajah Crescent, #03-06
Singapore 139951



ahoy@buooy.com



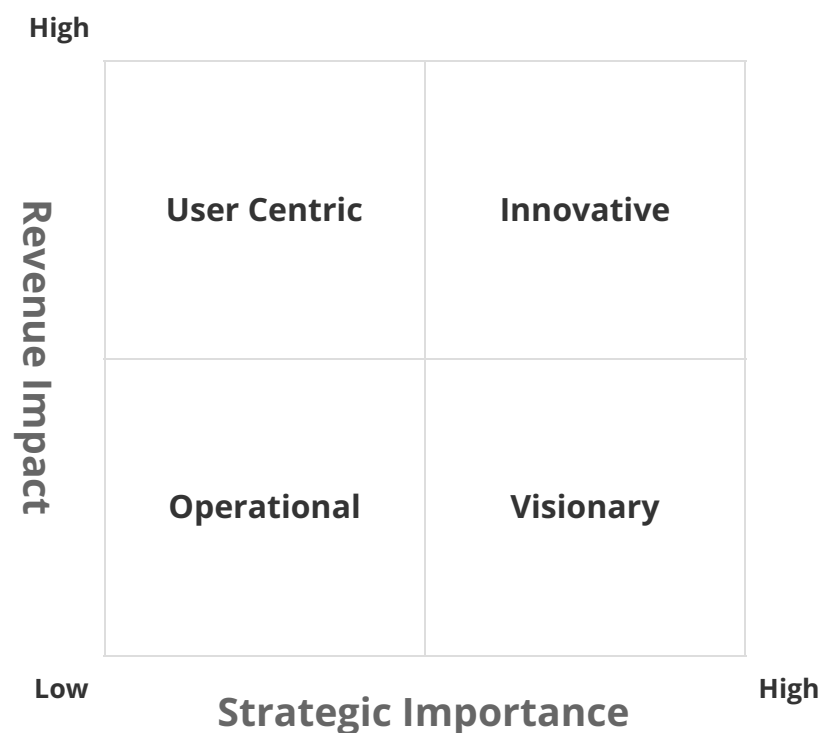
www.buooy.com

CTO Roles for Organizational Needs

With an increasing number of organizations exploiting information technology in innovative ways, many companies have been adding a Chief Technology Officer (CTO) to their executive leadership teams.

In general, we can categorize different CTOs into four (4) general models, deriving from two (2) characteristics of the organization.

- **Revenue Impact** : Does the technology have a direct impact on the organisation's revenue?
- **Strategic Importance** : Does technology provide the organisation with a critical competitive advantage?



Operational Leader

The operational leader functions in an organisation where technology plays a crucial supporting role and has lower direct impact on revenue e.g. financial and educational institutions.

As the CTO, he/she is tasked to manage and maintain an existing infrastructure, focusing on ensuring that mission-critical systems are monitored and to enhance the operational capabilities of frontline and supporting staff.

Visionary Leader

The visionary leader is crucial to an organization that utilizes technology to engage users relating to a common goal or vision e.g. NPOs, Government

As the CTO, he/she is seen as a strategist who can assess the tech landscape, look into the future, identify the use cases/scenarios and develop the technological roadmaps that will facilitate the overall strategy.

User Centric Leader

The user centric leader functions in an industry where technology's primary role is in driving revenue, but is either largely undifferentiated from another competitor's competitive advantage or easily replicated by another competitor e.g. e-commerce and media.

As the CTO, he/she is focused on engaging the end user to understand user behavior and feedback, and develop technological strategies with the intentions of driving revenue.

Innovative Leader

The innovative leader functions in a technology company at the forefront of the technological landscape, building platforms with groundbreaking solutions, e.g Salesforce, Google, Oracle.

As the CTO, he/she foresees the potential problems that technology can solve profitably in the next one to two decades. He/she develops new technologies from scratch, and build platforms that other organizations and individuals can leverage upon.

Areas of Focus

There are 10 business requirements and processes that an effective CTO needs to perform to a varying degree, depending on organizational needs. The following table details the areas of focus for each type of CTO.

Areas of Focus	Operational	Visionary	User Centric	Innovative
Driving Organization Strategy		✓	✓	✓
Establishing KPIs & Measuring Success		✓	✓	✓
Developing Technological Strategy and Roadmap		✓		✓
Building Development Team (or Vendors)		✓		✓
Driving Revenue			✓	✓
Reducing Total Cost of Ownership	✓	✓		
Managing Development Team (or Vendors)	✓		✓	
Enhancing User Relationships	✓		✓	
Maintaining Existing IT Infrastructure	✓		✓	
Leveraging New Technologies	✓			✓

Introduction

Riverlife Church is currently seeking to revisit their existing Information Technology (IT) infrastructure. Through a revamp of their infrastructure, they hope to leverage technology to achieve the following objectives:

1. better engage the congregation
2. grow the individual Riverlifer by providing content including devotionals, guides and plans
3. facilitate the sign up for events and seminars
4. facilitate evangelistic outreach to pre-believers
5. improve the workflow process for staff through internal toolsets
6. improve adherence to governance standards through internal toolsets

Riverlife Church hopes to target stakeholders including staff, elders, congregation, through a multi-channel technology platform (web, social, mobile) to achieve the above objectives.

Currently, the Church lacks a technology leader to provide a coherent and integrated overview and architecture of the platform that ties in with the organizational strategy. There is a need for the leadership team to become focused and specialized in their intended roles and tasks. Hence, a Chief Technology Officer (CTO) is necessary to drive the organization's technological direction and build or manage the technical team.

We have identified that the Church requires a ***Visionary Technology Leader*** to provide the necessary expertise in developing a roadmap for the technology platform that is in alignment with the Church's overall strategy and direction. He will be focused on developing a modern and cost effective solution and managing a team of volunteers or external vendors to execute the roadmap.

Scope of Work

As a vested member of Riverlife Church, the CTO makes decisions with the interest of and from the perspective of the organisation.

The CTO will work with Riverlife Church to augment the organisation's strength in the following areas:

Technology Strategy

- A technical leader to manage the technology, allowing the CEO to focus on his core role
- Proper definition and consolidation of the organisation's technological strategy, architecture and road map
- Seeing the big picture and providing technical direction on achieving organisational strategies

Product and Technological Leadership

- Finding the 80/20 in the product road map while meeting business goals
- Working with, guiding and growing technical leaders
- Building and growing the technical team, locally and overseas
- Implementation of effective development methodology

Evaluation and Analysis

- Managing technical budget and constraints
- Working with Senior Team to validate business strategies from a technology standpoint
- Reporting to management about platform progress and technological decisions

Deliverables/Milestones

The exact deliverable and milestones will be further defined as a deeper understanding of the company's goals and assets are better understood.

In general, the Chief Technology Officer (CTO) is committed towards the following deliverable during the course of the engagement:

- Approx. 30 hour a month (off-site and on-site)
- Well defined and communicated technology strategy
- Realistic and organised product road map
- Technology budgets and projections
- Suitable development methodology
- Setup of offshore/onshore development team

Methodology & Timeline

The following methodology timeline reflects a trial period of four (4) months in the assessment of the value that the CTO as a Service will provide, taking the business through an introductory phase and one lifespan of the implementation life-cycle.

The phases are spilt into two parts. The months highlighted in light blue refer to a one time introductory phase to align the CTO to the business. The months highlighted in dark blue refer to an ongoing implementation life-cycle that repeats every quarter.

Phases	1st mth	2nd mth	3rd mth	4th mth
Discovery & Analysis				
Strategy Alignment				
Team & Product Development				
Feedback & Strategy Re-assessment				

Discovery & Analysis

- Understanding Riverlife Church’s industry and business competitive advantage
 - Understanding Riverlife Church’s business’ short term, mid term and long term goals
- Building a relationship with Riverlife Church’s team and learning about the business culture
- Understanding Riverlife Church’s current technology landscape
 - Existing platforms
 - Platform designs and architectures
 - Assessing team capabilities
- Understanding Riverlife Church’s competition’s technology landscape (locally and overseas)
 - Existing platforms
 - Platform designs and architectures
 - Assessing team capabilities

Strategy Alignment

- Working with Riverlife Church’s leadership team to assess the business strategy
- Mapping Riverlife Church’s business strategy with the technology strategy
- Setting measurable feedback and KPIs
- Developing a long term platform road map for Riverlife Church
- Developing a long term product feature road map for individual products
- Technology budget development and projections

Team and Product Development

- Aligning the team with the overall business strategy, overall technology direction and product road map
- Setting team KPIs and targets
- Assessing and consolidating developer tools
- Working with the different teams to introduce and implement proper development methodology and lifecycles
- Twice weekly SCRUM meetings to align the team and iron out choke points
- Assessing manpower needs and manpower projections
- Developing job descriptions, interview and hiring processes

Feedback and Strategy Re-assessment

- Reviewing the KPIs and feedback on the technology platform
- Assessing the impact to the business goals
- Realigning with the next quarter's business goals
- Recommendations of changes to the strategy

Investments

Chief Technology Officer (CTO) as a Service	
\$80/hour (Est. 30 hrs per month)	\$2,400
40% Discount - Riverlife Church	- \$960
Subtotal :	\$1,440

Estimated Monthly Fees

\$1,440

Notes:

Monthly timesheets will be provided together with each invoice

Additional Investments/Cost

The CTO will not be hired as an existing employee or part time staff of the company, but as an independent contractor of the company. Additional cost incurred outside of the service will be borne by the hiring company.

These cost include, but are not limited to:

- Transportation fees incurred as part of Riverlife Church’s business agenda
- Additional development/design/prototyping
- Rental, Facility, hardware or software
- Legal fees incurred by Riverlife Church
- Salary payments, deductions and variable wages
- Purchase of Software, Prototypes and/or Licenses pertaining to Riverlife Church