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Chief Technology
Officer
as a Service

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Introduction

Skycart is an online shopping service based in Singapore that serves to overcome the crucial problems that online shoppers face. Currently, Skycart addresses the following problems:

1. Limited shipping options
2. Poor product assurance from the e-commerce providers
3. Language barriers

As a technology centric start-up, Skycart continues to grow within a competitive space and intends to use technology as a primary driver to open up new revenue channels, deliver better service values and address the needs of different verticals and markets.

Currently, 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 company's technological direction and build the company's technical team.

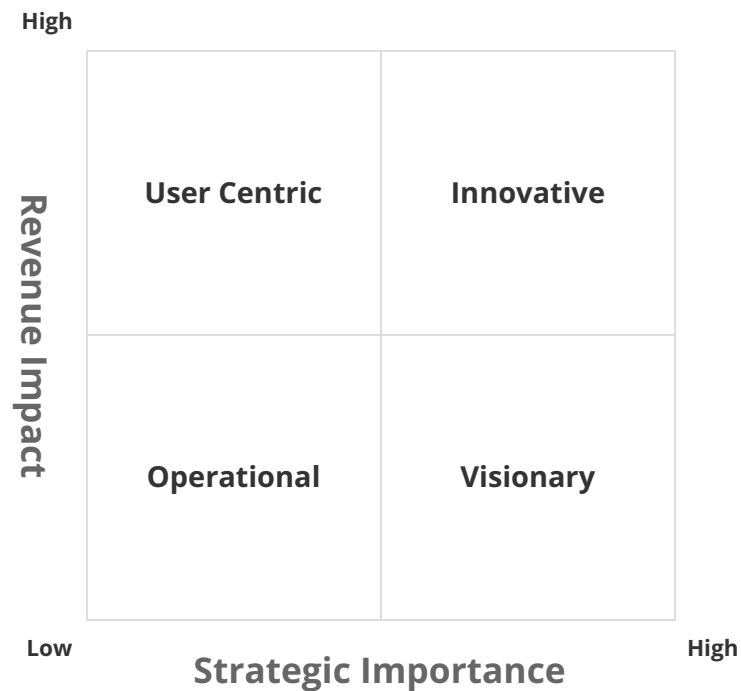
Buoo's CTO as a Service will augment Skycart with a Chief Technology Officer (CTO), who is vested in the success of the business. The CTO partners with Skycart to implement technological strategies including business-technology roadmap, platform architecture, proper cost-benefit analysis, finding your product-market fit and building a cost effective manpower solution.

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	✓			✓