



In the above example from 2005, then power should be outsourced to a utility provider whereas CRM, platform, data centre and compute should use off the shelf products or rental solutions (e.g. hosting) with minimal change where possible. The online photo storage and image manipulation components which are going to rapidly change should ideally be built in-house with our own engineers and using an agile approach. Whilst we might use more detailed and specific contracts for items such as data centre (hosting), we are also mindful that we cannot fully specify image manipulation at this time. If in 2005, we had outsourced the entire system in the figure above to a single highly structured approach using a detailed specification then I could almost guarantee that we would have ended up with excessive change costs around image manipulation and photo storage.