

# Hudson Gavin Martin

Tech, Media & IP

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**Commercial & Contractual Considerations**

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**Tech  
Transformation  
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# What We'll Cover

- Tech transformation landscape
- Key themes in tech transformation deals:
  1. Implementation
  2. Rights to Use
  3. Support
  4. Exit
- Q&A

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# Tech Transformation Landscape

- Targeted solutions from a range of vendors
- All about SaaS
- Commoditised vs customised solutions
- Services: implementation and support
- Data (capturing it, protecting it and harnessing it)

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# Implementation

- “Discovery” (scoping)
- Agile vs Waterfall
- Configuration vs Customisation
- Who owns the customisations?
- Integration with existing systems
- Impact on the licence deal

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# Rights to Use

- What are you actually getting (or providing)?
- And on what basis?
- Will everyone who needs it have access?
- Is the right price being paid?





# Support

- Whose responsibility?
- Standard vs Gold-plated
- Keeping up-to-date
- SLAs and Availability
- Support vs Warranties

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# Exit

- How easily can we part ways?
- What does each of us get back?
- End user impacts

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## Q & A

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