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Tech, Media & IP



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Tech Disputes

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## A rough guide

- Intro
- Common causes of tech disputes
- Something's going wrong, what now
- What do I need to think about
- Moving on
- Is winning really winning

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## Intro

- About us
- What we are / aren't planning to discuss
- Recap of the first webinar in the series

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## Common causes of tech disputes

- Briefly, intellectual property / supply chain
- ICT implementations
- Three themes:
  - Misunderstanding
  - Poor process
  - Over sold

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## Common causes cont.

- Misunderstanding
  - Customer always right
  - Roles not clear
  - Scale of job
  - Not enough time to properly evaluate
  - Scale of change misunderstood
  - Ease of accommodating misunderstood

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## Common causes cont.

- Poor Process
  - Governance and oversight
  - Feedback
  - Documentation
  - Customer buy in
- Oversold
  - Bleeding edge
  - Change for the sake of change
  - Tech will solve it all

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## Something's going wrong, what now

- Reassess your priorities
- Get advice
- Understand your responsibilities
- Early and honest communication
- Document and document again
- Hope for the best, plan for the worst

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## What do I need to think about

- What are the issues
- How have you contributed to those issues
- Consider the commercial realities
- Cost / benefit
- Tech disputes are hard
- Does success look different now

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## **Moving on**

- Understand what you want
- Communicate what you want, but listen
- Keep your hands clean
- Cauterise the wound
- Termination?
- Negotiate a resolution
- Preserve your dispute 'assets'

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## Is winning really winning

- Be objective
- Don't overlook total costs
- Reputation in the village

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# Questions?