



(Image: Pexels/Gaetan Thurin)

## **Worried you won't hit your 2024 tech goals? You still can – here's how.**

Is it really September already? If you're still shrugging off the post-summer blues and dreading your end-of-year work commitments, don't panic.

The tech industry right now is unpredictable, and unexpected challenges can derail even the most carefully planned projects. Plus, if your team has been away on holiday, it can be hard to find the motivation and resources to meet those hard-fought out plans and roadmaps you made earlier in the year. But there's still time.

If you need extra support this year with balancing your priorities, optimising your tech stack, filling skills gaps, or just getting a second opinion on your 2024 goals, a tech partner could offer the experience and expertise you need to make the right calls. Here's how.

## What does a tech partner do?

A **strategic tech partner** works closely with your company to address everything from your tech stack roadblocks and hiring challenges to your wider business concerns. Need a sense check on your roadmap? An expert to weigh in on your decisions? A tech partner can tick many boxes.

Rather than simply providing one-off solutions or products, a strategic tech partner takes a long-term, holistic approach to understand your goals, pain points, and future needs. They can then craft a plan that helps you innovate and grow.

## How can a tech partner help you meet your goals this year?

After reviewing your company and your end-of-year goals, tech partners like HI can provide tailored solutions to help you quickly turn things around and meet those hard-to-reach commitments in 2024. These include:

**Roadmap review:** Get our industry know-how and tips from tech giants like Microsoft and Facebook to keep your plans on track.

**Emergency support:** Our support teams are ready to jump in, solve problems, and keep things running smoothly when you need it most.

**Tech upgrades:** Smoothly upgrade your tech stack with our help, whether it's system migration or consolidating tools.

**Top tech talent:** We can help you find the right people to fill your most pressing skill gaps, from developers and agile experts to AI engineers and interim leaders.

**Specialist resources:** Including cutting-edge tools, software, and features, all of which are vetted according to your specific business needs.

**Consultancy:** We can sense-check your 2024 plans, offer guidance drawn from extensive industry experience, and provide a second opinion on everything from hiring decisions, tech tools, and roadmaps.

# Real-world case studies



(Image: Pexels/Cottonbro Studios)

At HI, we help our clients stay on track with their roadmaps and end-of-year goals, even when deadlines are tight. From overcoming last-minute challenges to rapidly optimising tech stacks, we've got the expertise to ensure you hit your targets. Here are a few examples of how we've done it.

Goal	HI's solution	Result
Last-minute Q4 launch	In just three weeks, we modernised our client's tech stack and implemented a long-term growth strategy.	<ul style="list-style-type: none"><li>• 100% uptime</li><li>• Maximised revenue by 13% (including a full ROI in our services)</li></ul>
Emergency tech stack upgrade	We rapidly migrated our client's depreciated tech stack within months, all while avoiding disruption and safeguarding our client's reputation.	<ul style="list-style-type: none"><li>• Seamless software migration</li><li>• Maximum user satisfaction</li><li>• Improved software features and functionality</li></ul>

## Last-minute Q4 launch

Our client, an e-commerce company that sells premium collectibles, was struggling to keep pace with its Q4 targets.

They rely on rapid, high-revenue sales windows during launches, but a critical system failure during one key event threw them off track.

Their Shopify backend, which had been upgraded piecemeal, couldn't handle their rapid growth. To make matters worse, their shared hosting solution crashed under the peak traffic, leading to a three-hour outage.

With another launch event on the horizon, the client turned to HI. We quickly set up a discovery team, rehosted their system on dedicated cloud services, and revamped their setup.

Within just six weeks, we delivered a secure, scalable system that ensured almost 100% uptime during the client's next launch event, boosted their revenue by 13%, and laid out a solid growth plan to keep them on track for their year-end goals.

Thanks to this impressive ROI, our client recouped their investment in HI's services within just three weeks and continued to see more successful launches and increased revenue from there on out.

*You can read more about this case study here.*

## Emergency tech stack upgrade

When Microsoft announced that it was phasing out its Silverlight application, our client – a software company that helps large law firms modernise their business practices – faced an emergency.

Our client relied heavily on Silverlight, and so their reputation was suddenly put at risk. If they didn't migrate their systems in time, their customers' insurance would be void, and they would suffer serious business downtime. At the time, however, our client didn't have the resources to tackle the problem on such a tight deadline.

This is when HI stepped in. Over just a matter of months, we deployed a team equipped with deep expertise in Microsoft technologies. They had one mission—to replace the client's Silverlight software with Blazor and C# .Net Web API as seamlessly as possible. Using Azure DevOps for project management and testing, our engineers worked side-by-side with the client's team to ensure a smooth migration, and they even introduced new features to enhance the overall software.

The transition was a success. There were no disruptions to the client's operations, and the new features improved its software significantly. Most importantly, its customers were pleased with the final result, and despite the tight deadline of the project, our client managed to hit its end-of-year targets with ease.

## Want to finish the year on a high note?

If you're worried you're not going to be able to turn things around before the end of the year, don't worry – at HI, we have you covered.

We're offering a **one-day quick scan and roadmap evaluation** to make sure you're all set up to meet your 2024 commitments. Whether you need to tackle specific challenges and roadblocks or simply need some reassurance and advice on your roadmap this year, HI is here to help.

Book your review today: [\[EMAIL\]](#)

## About HI

HI is a technology and innovation partner supporting businesses to innovate, grow, and evolve. We focus on building strong, enduring partnerships, and providing an honest, authentic, and expert voice to help you navigate key decisions and complex tech challenges. Whether you need support with strategy, process, or scaling engineering teams, HI is here to support you throughout the year and into 2025.