



6 Reasons To Have a Fractional CTO.

Your guide to a clear technological journey.

Could your business benefit from a fractional CTO?

In a technology-driven world, businesses need the expertise of a dedicated technology expert to maximise success. It may be that having an effective **Chief Technology Officer** at the helm is the best fit for your business: A permanent role responsible for all the tech and processes, which help your company reach its full potential. But a full-time CTO isn't necessarily the right option for every business.



So what's the alternative?

Part-time, interim and virtual CTOs may fit the bill if you're looking for a resource to work within the constraints of a budget, time-scale or project. However businesses of all sizes are increasingly turning to a different option – and that's a fractional CTO.



What is a fractional CTO?

As technology becomes a key differentiator for businesses – put bluntly, the difference between success and failure – organisations are seeing the value of bringing in a specialist to focus on a specific area. And this is where fractional CTOs come into their own. As the name suggests, a fractional CTO focuses on the strategic responsibilities handled by a full-time CTO, for a fraction of the time and at the fraction of the cost.

A fractional CTO will help develop a particular area of your strategy and technology. Hired on-demand, for a temporary period or on a contract basis, they bring with them a blend of finely-tuned technical and leadership skills. They are also well equipped to hit the ground running and deliver results at pace. This all adds up to delivering exceptional value to your business.

So, why should you bring a fractional CTO on board?

There are a range of benefits to drawing on the expertise of a fractional CTO – and that's largely down to the bespoke nature of their remit. While a full-time CTO generally takes care of all aspects of technology, a fractional CTO can mix technology with strategy or focus purely on technology. They can audit your existing technology, troubleshoot, manage partnerships with tech suppliers, handle a crisis, oversee routine maintenance and so much more. It's this flexibility that makes them such a valuable resource.

Let's look at some of the areas where you can benefit from engaging a fractional CTO:

1

Define a technology strategy, that's aligned with your business strategy

By bringing together your decision-makers and your tech team, a fractional CTO can facilitate a solution that's aligned across your business. You could engage them to create a tech strategy, to manage infrastructure, to build a business model or to liaise with exec and product developers to draw up a corporate strategy. With expertise and understanding in both areas, the right fractional CTO can ensure that your technology strategy complements your business strategy. They can also guide product development so it's brought into line with your business goals.

2

Ensure your company is using the right technologies and processes through an audit

Fractional CTOs come with a wealth of experience from working with other businesses – plus specialist knowledge on the latest technological landscape, which your in-house team may not be familiar with. This means that they are perfectly placed to carry out an audit of your current technology and processes. This is especially valuable if you think things aren't going as they should be, but don't know why. By providing an objective assessment, from an external perspective, they can deliver an impartial appraisal of what's working, what isn't and where you should be re-focusing.

**3**

Streamline your tech processes by implementing standards and guidelines

You may have the right technology in place, but may not be using it to its best advantage. As an expert in this field, a fractional CTO can help your team work smarter with your tech. Bringing in standards and guidelines, they can help you streamline and smooth your processes, saving time, reducing costs and delivering greater wins, by optimising the way you utilise your technology.

**4**

Develop a tech solution that's more secure or scalable

If you've suffered a security breach or been exposed to risks that could harm your business or your clients, it might be that you don't have the expertise in-house to unpick what went wrong. A fractional CTO can quickly and effectively evaluate the issue – shining the spotlight on vulnerabilities and securing your business against future risks. You can also call on a fractional CTO to evolve your current tech in order to enable your business to grow, without having to implement a brand new system.

5

Solve an issue and turn your business around in a hurry

Highly-skilled in problem solving and troubleshooting, fractional CTOs are often called upon to investigate and solve issues with your existing team or processes. Whether you are missing deadlines, falling short on quality or have concerns with internal teams, they will establish the problem, identify underperforming areas and quickly suggest ways to turn around difficult situations. It's an investment but one which will save you time and money – and even protect the future of your business.

6

Enjoy coaching and mentoring for your team from a fresh and expert perspective

As an external resource, a fractional CTO can give your team the opportunity to gain experience from a new angle. They can support the exec board and developers with an additional layer of expertise – providing reassurance, that can help them make decisions with greater confidence. Or they can coach and mentor teams or individuals, equipping them with specialist knowledge from a fresh perspective.



Time to empower your business?

Engage a fractional CTO

Investing in your technology and teams is expensive but necessary for a business to succeed. However, without the right guidance your teams will be like a ship without a captain. A fractional CTO can fill this role – directing decisions, navigating your business to avoid hazards, foreseeing stormy times and empowering your team. They can free-up a full-time CTO – allowing them to handle company-wide tech while the fractional CTO focuses on a targeted area – offer you a cost-effective alternative to a CTO or be parachuted in to handle a project, tackle a problem or support your technology team. The beauty of a fractional CTO is the flexibility they can offer your business.

Make a connection

If you have any questions about how your business could work with a fractional CTO, we're happy to answer and talk through your options.



Contact us [here](#)



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