

# What Prevents Organizations From Adopting 3PS

Many customers are unaware that 3PSS can save them time, money, and frustration.

Others keep putting off the decision until months or years have passed.

That said, if you're invested in pushing the dialogue forward at your organization, tons of resources and thousands of testimonials and case studies are available. Take some time to check out market analysts such as Gartner, Forrester, or IDC — they'll have plenty of guidance on the market, including pros, cons, and key criteria that'll help inform your decision-making.

In our experience, we commonly see organizations hold off on 3PSS for one or more of the following reasons:

1

## Tied to the Vendor's Roadmap

If you like staying current with the latest software versions — and intend to follow the vendors as they lead you to the cloud — then third-party support is likely not a good fit. Similarly, if your plans include moving directly to the publisher's cloud-replacement solution, then the advantages of third-party support become less relevant. In such cases, where you're committed to the roadmap, technically and philosophically, the fees may be worthwhile.

2

**Team Has Concerns About  
the Business Risks**

It's natural to be overly cautious about making any changes that impact your mission-critical business systems. Whether these perceived risks are accurate is something to determine in your vendor evaluation process.

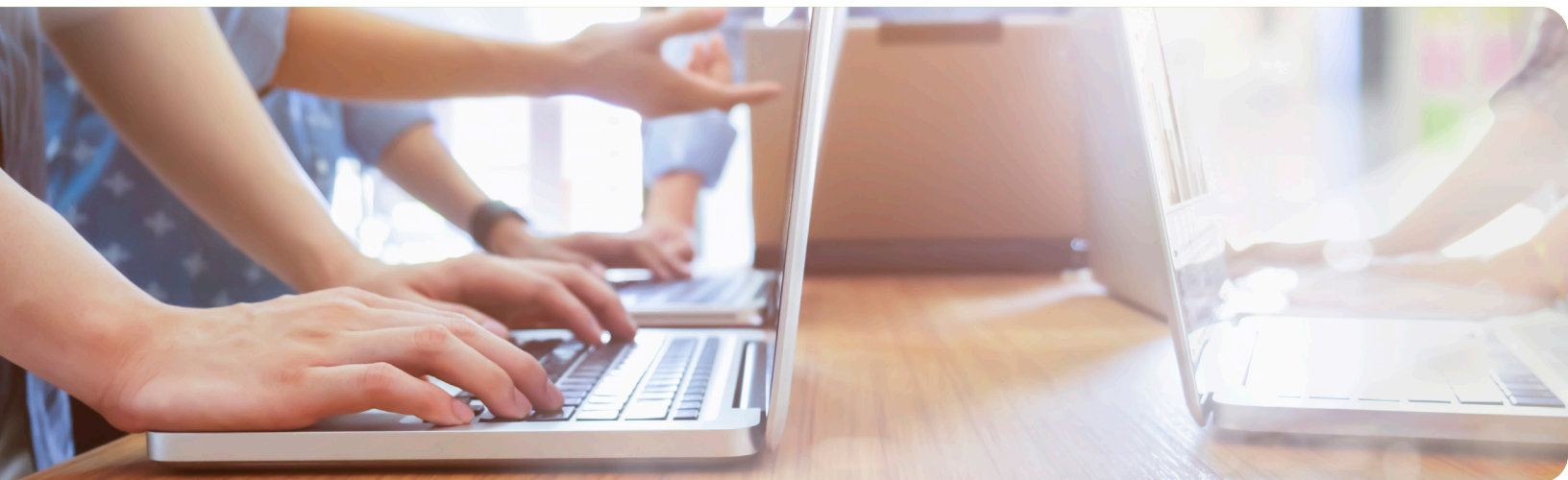
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**The Team Has Concerns  
About the Technical Risks**

Discuss any concerns about the technical risks of switching to 3PSS in your vendor-evaluation process.

Regarding technical concerns, it's essential to recognize that publisher-support infrastructures are no longer set up to solve problems via cross-functional teamwork. While knowledgeable, product-based support resources work in isolation, they don't often work well (or at all) with other teams to identify and resolve issues on proprietary products, technology-stack components, interfaces, and non-proprietary products.

Third-party support is not concerned with where an issue originates, whether in your applications, technology stack, standard code, custom code, or interfaces. We're committed to helping you resolve any issues you're experiencing, including those outside your base application code, whether in customizations or integration points.



As the value of publisher support's maintenance costs and quality continue to come under fire, and third-party support has skyrocketed in popularity; vendors have become more aggressive in defending their multi-billion-dollar support stream. As you might expect, they're not too keen on losing their maintenance customers without a fight — and they've begun setting up roadblocks to leaving that include:

**Complex software  
licensing and  
support policies**

**Sales tactics designed  
to drive customers to  
the cloud**

**Threats  
of audits**

**False claims that 3PSS  
can't provide security  
protection**

**Questioning the  
legality of 3PSS**

**False claims that leaving  
will damage your overall  
relationship with them**

**If that doesn't work, your vendor may offer free software trials, universal credits, and deals on exchanging support dollars for cloud credits.**

While such temptations may be worth considering, it doesn't mean your support will improve. You'll still be stuck with impersonal, low-quality service and disproportionately high support fees. Plus, those cloud credits are designed to lock customers into their product roadmaps — so before accepting any such deals, be sure you can still follow your path.

**A bottleneck in the decision-making process.**

When switching support vendors, it's still a decision not to make a decision. You may have done all the necessary research and due diligence on third-party support but can't fully align your organization to making the transition. Maybe some of your stakeholders are overthinking the risks, succumbing to institutional inertia, or postponing the decision-making process because there isn't enough support. Sometimes, it takes a change in leadership or a shift in business strategy before a move to 3PSS becomes possible.

Third-party vendors regularly encounter minor concerns that shut down the effort to improve software support. Most can be resolved with informative conversations, case studies, and/or data. During the selection process, holding internal meetings with stakeholders from multiple departments can be beneficial in gathering diverse viewpoints from different business lines.