

Rewiring for Results

The Tech Stack Strategy Built for Operators, Not Architects

As an Executive, you don't need to build the tech stack yourself. You do need to own the outcomes. Disconnected systems, low tool adoption, and noisy workflows aren't just tech problems, they're growth problems. This guide is your shortcut to understanding how the right tech stack strategy can unlock margin, momentum, and clarity.



Authors:

Rena Frackt, Co-Founder: rfrackt@sumersaulttech.com

Kelly Kitchens, Growth Strategy & Marketing: kkitchens@sumersaulttech.com

A glowing incandescent lightbulb is centered against a dark green background. A thin white vertical line runs through the center of the bulb, passing through the filament and the base. The filament is coiled and glows with a warm yellow light. The glass of the bulb is dark and reflective, showing some highlights. The base of the bulb is a standard screw-in base with visible threads.

Let's Refine
“Tech Stack”



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The moment the phrase **tech stack** hits a meeting agenda...

**MANY OPERATORS TUNE OUT OR TENSE UP.
IT FEELS ABSTRACT, EXPENSIVE, AND BEST
LEFT TO SOMEONE "MORE TECHNICAL."**

Here's the thing: your tech stack isn't some lofty digital architecture. It's just the set of tools your team uses every day to get things done: your CRM, dashboards, task managers, reporting tools, automations, and integrations.

When those tools aren't aligned to how your team actually works, they become more than an annoyance. They become a silent drag on performance. Work gets repeated. Reporting breaks. Decisions slow. Teams stall.

This is a guide for operators and the people who run the day-to-day, turn strategy into execution, and make things work without blowing the budget or rebuilding the company.

**The average business loses
10 to 15 hours per
employee per week on
manual data entry and
reconciliation caused by
disconnected systems,
resulting in as much as
\$16,000 per employee per
year in lost productivity.**

THE REALITY CHECK

Findings from the Summersault Tech 2025 Operator Survey

A collection of white and yellow sticky notes with question marks, some overlapping, on a brown background.

78%

**OF MID-MARKET LEADERS
SAID THEY DON'T FULLY
UNDERSTAND WHAT
THEIR TECH STACK DOES**

A collection of white puzzle pieces with one green piece in the center, on a light gray background.

62%

**USE MORE THAN
THREE TOOLS TO
COMPLETE A SINGLE
PROCESS**

A pair of glasses resting on a stack of documents with bar charts and graphs.

***NEARLY HALF DIDN'T
KNOW WHO
INTERNALLY "OWNS"
THE TECH STACK***

The problem isn't that tech stacks are bad, it's that most were never built with operators in mind. They were pieced together over time, designed for departments rather than outcomes.




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Why the Word “Tech Stack” Turns People Off

Let’s call it out: “tech stack” is one of those phrases that shows up in strategy decks but rarely matches how teams actually work.

It sounds important and it usually signals a big investment, a complex rollout, and minimal operator input. That’s why so many leaders nod along and quietly delegate the problem away.

Here’s the truth: if your tools don’t reflect how your people actually work, or your systems don’t connect in ways that make work faster and more effective, you don’t have a tech stack. You have a mess.



“We thought the tech stack was the problem. But really, we didn’t know what we needed to run the business day-to-day. Once we figured that out, the tools followed.”

Why Most Tech Stacks Are Built Backwards

The majority of small-business leaders say their data isn't fully organized in one place. In fact, only 19% report having data that's both easy to access and centralized, highlighting a common pattern where front-end tools get layered on top before the underlying data architecture is ever addressed.

The old approach looked like this:

1

Buy tools based on brand or price

2

Ask teams to adapt their workflows to the tools

3

Watch as shadow systems (spreadsheets, email threads, screenshots) creep in to patch the gaps to support day-to-day processes

That's how you end up with disconnected data, bloated software budgets, and disconnected teams.

IN OUR 2025 SURVEY, 53% OF RESPONDENTS SAID AT LEAST A 25% OF THEIR TECH TOOLS GO UNUSED EACH QUARTER

If you constantly hear "I can't get that report because data is in two different systems" or "We lost that lead because our CRM didn't update automatically," your tech stack is holding you back.

INTRODUCING

CoreStack



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At Sumersault, we've built and partnered to rebuild tech stacks for operators across industries. The winning approach isn't a complicated framework. It's a grounded, practical method that aligns tools to real workflows, not theoretical architectures.

We call it CoreStack by Sumersault. It's built like a true tech stack: one layer supports the next. When the foundation is strong, the system works.

According to research from McKinsey and Salesforce, companies that take a strategic approach to tech stack optimization see up to a 15% reduction in operational overhead and a 30% boost in sales team efficiency.

The Five-Layer CoreStack

INTEROPERABILITY 2

No tool should live in isolation. Your systems should talk to each other cleanly, connect automatically, and in real time.

Look for:

- Open APIs
- Plug-and-play integrations
- Tools that reduce (not increase) manual entry

If your tech stack requires daily downloads and uploads between platforms, it's a red flag.

FLEXIBILITY 4

Today's perfect setup will be outdated in 18 months. Don't lock yourself into a tech stack that can't evolve with your business.

Design for:

- Modular growth
- Role-based views and logic
- Easy updates without a full rebuild

Your tech stack should support scalable growth and change, not resist it.

1 WORKFLOW

Before choosing any tool, start here. Map how your team *actually* works, not how you think they work, and not how a vendor wants you to work.

Look for:

- Where time gets lost
- Where data gets stuck
- Where redundancies exist
- Where handoffs break down

3 AUTOMATION

Automation isn't about cutting headcount. It's about reducing noise and freeing up focus.

Start small:

- Auto-generate reports with simple dashboards
- Trigger follow-ups

Notify cross-functional teams of status changes

5 RESULTS

If your tech stack is working, you'll see:

- Faster decisions
- More accurate forecasting
- Clearer ownership
- Teams spending less time managing work and more time doing it

That's the power of an operator-driven tech stack: efficient, scalable, and profitable.

"Most leaders wait until growth stalls or frustration sets in to fix their tech stack. The sharpest ones don't. They design it to support how they want their team to run from day one."

Noah Phillips, Co-Founder, Sumersault Tech

Bold builds. Practical wins. Real outcomes.

Sumersault Tech helps organizations turn data into operational advantage.

We design and implement pragmatic solutions that connect systems, automate workflows, and enable teams to scale - built for operators, not architects. From founder-led companies to PE portfolio businesses, we roll up our sleeves to deliver measurable impact across sales, operations, and the tech stack.

Key Contacts at Sumersault Tech

Co-Founder, Rena Frackt
Co-Founder, Noah Phillips
Growth Strategy & Marketing, Kelly Kitchens

News Media

Please direct requests to:
Liv Miller
lmiller@sumersaulttech.com

Learn more: www.sumersaulttech.com

