



## **Increase Nationwide Rollout & Global Technology Deployment Service Efficiency**

2nd of 4 in the Series

“A Guide to Selecting the Right  
Technology Rollout Company for Your Project”

A Concert Technologies White Paper

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## Executive Summary

When you have a technology rollout to deploy on a nationwide or global scale, service efficiency is critical. While missed deadlines and unbudgeted project costs are always a concern, they should never be a likely outcome. By understanding the details of the Rollout Services Model (the second part of the Technology Rollout System), you can avoid the potential nightmares of project implementation and ensure that your project is completed on time and within budget.

This paper continues the effort of providing the critical information needed to evaluate a technology rollout company effectively and ensure that you are getting the most efficient and cost-effective implementation system for your technology deployment projects.

## What is the Rollout Services Model?

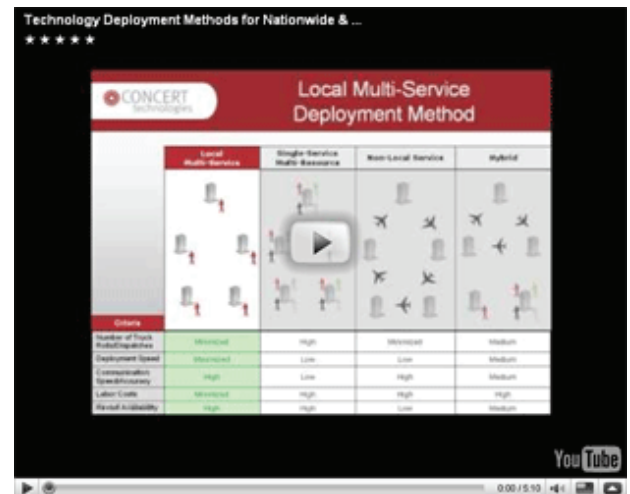
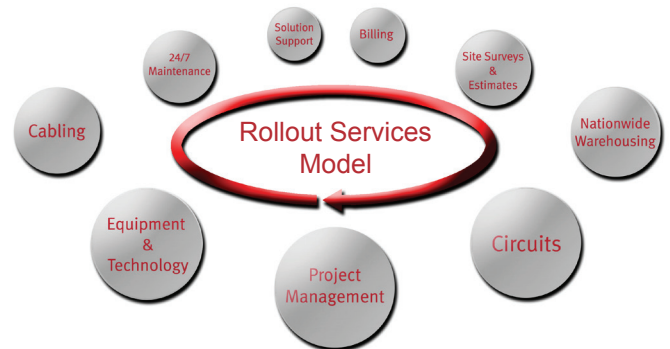
This model, with its nine components, integrates and consolidates all activities and processes for the entire rollout project into a single, more efficient and powerful engine. This paper explores the details of the Rollout Services Model and the part it plays in the rapid deployment of multi-technology, multi-service, multi-site projects on a nationwide and global scale, including:

- **The Technology Prerequisite.** Discover what role the knowledge of technology and equipment plays in the overall scope of deploying nationwide and global projects.
- **Components vs. Services.** Understand why components work better as a model for deploying technology solutions than a service-only approach.
- **The Ideal Deployment Method.** Learn which Deployment Method will minimize site visits, costs and time requirements for your projects.

## What Are the Benefits of the Rollout Services Model?

A unified Rollout Services Model comprised of the nine components detailed in this paper will make the rollout as efficient as possible and offer additional key benefits:

- Lower project costs
- Minimize site visits
- Provide an organizational structure to follow and use for evaluation of company capabilities
- Accelerate implementation time
- Cut internal customer management needs
- Offer scalability and flexibility
- Quickly identify quality assurance issues and which component they reside in
- Expedited pre-deployment processes



### [Deployment Method Comparison Video](#)

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Available in the Video Library at

[www.concerttech.com](http://www.concerttech.com)

## About This White Paper Series

In our first white paper in this series, we explained the Technology Rollout System and its first part, the Process Structure. This second white paper examines the critical role of a technology rollout company's Rollout Services Model for your nationwide rollout and global deployment projects. For the purposes of this paper, the following definitions are used:

### Technology Rollout

Consists of (a) multiple sites (b) requiring technology services (c) implemented by onsite field technicians.

### Customer

The organization or individual that engages the technology rollout company.

Additional terminology definitions (such as Rollout Categories) are defined in the first white paper in this series.

Note: While the information presented in this paper is applicable to all Rollout Categories, it primarily focuses on Category 1 Rollouts (work at each site consists of one day or less).

Additionally, this paper assumes that the previously established ideal parts of the Technology Rollout System are utilized:

- Centralized Single-Tier Process Structure

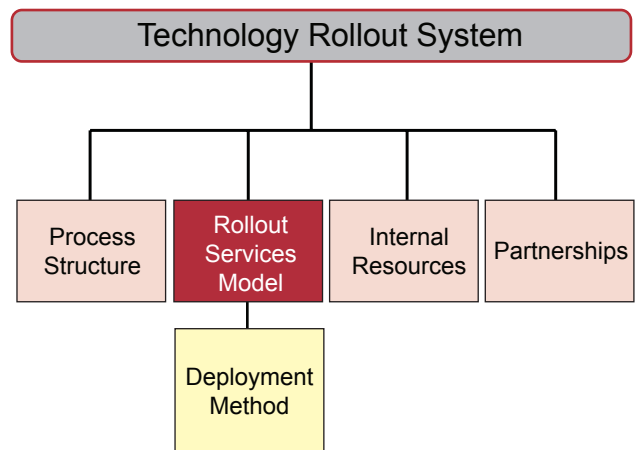
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## Introduction

*"What we need to do is learn to work in the system, by which...every component is there...for contribution to the system as a whole on a win-win basis."*

- William Edwards Deming

In our first white paper, [Lower Project Costs & Time](#), we defined a Technology Rollout System as well as the Process Structure, the first of the System's four parts. In this installment, we examine the second part, the Rollout Services Model, focusing on the role and importance a complete Rollout Services Model has in the implementation of nationwide and global technology solutions.



## How This Information Benefits You

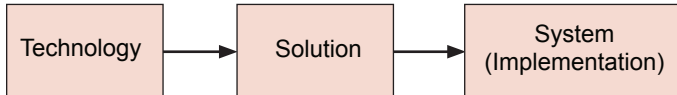
- Minimize project costs and time by understanding how the Rollout Services Model reduces the number of truck rolls to each site location and organizes your rollouts more efficiently.
- Establish an accurate view of service expectations by understanding all critical components of a complete Rollout Services Model.
- Assist in determining the right system for your rollout by further examining how to evaluate a technology rollout company's service offerings and capabilities.

## The Role of Technology in Deployments

Knowledge of technology is necessary for a solution provider to serve its customers. For the technology rollout vendor, an understanding of that technology is important, but it does not serve the same critical role.

In the Technology-Solution-System relationship, first described in our [Lower Project Costs & Time](#) white paper, the solution provider decides the technology and designs the solution prior to employing a deployment company and its Technology Rollout System for implementation.

### Technology – Solution – System Relationship



Traditional technology rollout companies may be experienced in a specific equipment or technology. But customers should not let this be the primary factor in choosing a rollout company. While knowledge of equipment and technology is important, what is key *is evaluating the rollout company’s implementation system, within which equipment and technology specifications are a subset.*

An experienced technology rollout company focused on deployment with a well-defined Technology Rollout System understands that the ability to disseminate and relay technical knowledge quickly is a prerequisite to project implementation. The technology rollout company hired will work with the customer and/or team members who will provide the initial equipment requirements – preferably at the Master Rollout Analysis stage. It is then the technology rollout company’s responsibility to communicate this information to all field technicians who are performing the hands-on work. A company of this caliber will already have the Equipment and Technology component built into its Rollout Services Model along with the knowledge to implement it.

## A Model Approach to Deploying Technology Solutions

*“Synergy is achieved when the whole is more than the sum of its parts.”*

- D. Murali, *The Hindu Business Line*

As originally described in the first white paper in this series, the Rollout Services Model is comprised of nine components (which are integrated by the Project Management component):

1. Project Management
2. Circuits
3. Equipment and Technology
4. Cabling
5. Site Surveys and Estimates
6. Nationwide Warehousing
7. 24/7 Maintenance
8. Billing
9. Solution Support

Such an organization enables the use of one model with a single set of processes for any nationwide or global project.

### Component Importance

By integrating all components, the Rollout Services Model provides unparalleled cost and time benefits. As one can see, the equipment and technology knowledge is not the primary driving factor of rollout capability, but rather one piece in an integrated, equal set of component service offerings that promote project success.

## The Why and How of Components

*“...we take the overall engagement—which may be large and difficult to visualize—and break it down into its component parts, thus making it much easier to comprehend and discuss at the level of detail necessary.”*

- Rick Freedman, [TechRepublic.com](#)

The Rollout Services Model not only provides a well-defined structure for service components, but allows for multiple equipment and technology to be deployed with minimized site visits while being managed and documented by one resource – the technology rollout company.

## The Why: Component-based Model vs. Service-only Approach

The difference between a component-based model versus a service-only approach is that components are designed to encompass individual services as well as the processes and procedures necessary to deploy those services rapidly over multiple sites. The questions that need to be asked are:

- How do these services integrate with one another or do they operate as silos?
- Can these services be deployed quickly or do they lack flexibility necessary for deadline-specific rollouts?

The Rollout Services Model provides answers and benefits that traditional technology-specific rollout companies cannot offer:

- Breaking services into components enables the speed and flexibility required for today's diverse requirements.
- Components providing multiple services within a single Rollout Services Model mean fewer truck rolls.
- Fewer site visits translate to less cost and time.

A service-only approach is often a linear connection of services. Compare that to the component-based model which integrates all relevant project components (and *only* those needed), thus making it dynamic instead of static. For instance, a project requiring cabling services would employ the Cabling component as well as Project Management, Site Surveys & Estimates, and Billing. In this case, 24/7 Maintenance or Nationwide Warehousing may not be needed.

Regardless of specific service requirements, the technology rollout company that employs a Rollout Services Model is implementation-driven – a focus not often ingrained in companies that specialize in individual services.

## The How: Organization, Processes, Templates

Components are based on templates, which are proven procedures and methodologies that are fundamental to every project. With components well defined prior to project launch, project specifics can be planned and detailed as part of the Master Rollout Analysis. The result is the flexibility and scalability necessary for a rapid deployment of any technology solution.

The component approach of the Rollout Services Model reduces truck rolls by leveraging the advantages of local multi-service technicians and streamlined communication.

Each component has a specific purpose and place within the Rollout Services Model, so everything works like a well-oiled machine. This is similar to the way NASCAR pit crews work. Each member of the crew (i.e., component) has a specific responsibility that ensures each aspect of the job is completed as quickly as possible with the highest quality of service. For another analogy, the hardware store is divided into specific departments that allow for a quick, organized shopping experience.

However, to truly understand the benefit of a unified Rollout Services Model, one needs to see it in action.

## Scenario: Rollout Services Model in Action

Consider how the Rollout Services Model operates in a typical scenario.

The following analysis explains how each service component of the Rollout Services Model plays an integral role in the completion of the following technology project.

Scenario Overview					
The following scenario is used throughout this white paper series as an example to provide continuity in our explanation of the Technology Rollout System and the deployment company that employs it on a nationwide and global scale.					
Location	Site Details	Rollout Category	Customer Timeframe	Project Details	Work Details
Nationwide	1500 Sites	1	3 Months	New WAN Installation	<ul style="list-style-type: none"> <li>• Demarc Extension</li> <li>• T-1 Circuit Validating and Testing</li> <li>• Equipment Installation, Configuration and Shipping</li> </ul>

Scenario Analysis	
Components	Description
<b>Project Management</b>	<p>This component enables management of all project implementation details from the planning to the managed technician services. In this case, it is the collaborated effort and communication of all the components that will determine the success rate of this project implementation. This component also allows the customer to focus on their core competencies.</p> <p><b>Without this Component</b> The customer would be responsible for rollout management and would incur all costs, time requirements, contractor payment and many other responsibilities and liabilities.</p>
<b>Circuits</b>	<p>The Circuit component enables the technology rollout company to validate and test for circuit compliance at each site location.</p> <p>As more companies rely on IP-based equipment that communicates through the internet via circuits, the ability to test and validate circuits becomes more critical in order to minimize outages, delays and overall site visits. Knowledge, capabilities and experience relating to Carrier, ILEC, CLEC and other access provider protocols and services is essential.</p> <p><b>Without this Component</b> The customer may have to contact a separate vendor to determine connectivity issues: Cabling company for the demarc extension, access provider for the last mile, Carrier for network transport, and equipment installer to determine equipment issues.</p>

<b>Equipment and Technology</b>	<p>This project scenario requires that all equipment be understood by the deployment company and expertly presented to a local field technician. The technicians would rely on the expertise of the technology rollout company for technical and logistics support.</p> <p><b>Without this Component</b> The customer would be responsible for managing additional resources, expenses and time.</p>
<b>Cabling</b>	<p>The demarc extension is installed and tested through the Carrier’s network to eliminate any finger-pointing and validate service is working while reducing truck rolls.</p> <p><b>Without this Component</b> If a problem should arise, the demarc extension (cabling) is often the first suspect. A technology rollout company firm without circuit experience could spend a great deal of time debating and rectifying a wiring convention and continuity that is required to activate equipment attached to a circuit.</p>
<b>Site Surveys and Estimates</b>	<p>The technology rollout company in this scenario would conduct a verbal site survey by phone instead of a physical site survey that would require an additional truck roll. This option minimizes time and costs, but if it is determined upon site deployment that the requirements differ, then a physical site survey would be conducted and a revised estimate would be submitted immediately for approval to proceed.</p> <p><b>Without this Component</b> The customer proceeds with a physical site survey for all site locations, which requires an additional truck roll and incurs associated costs.</p>
<b>Nationwide Warehousing</b>	<p>Nationwide Warehousing ensures that if there is an issue with the equipment (e.g. router malfunctions), SLA requirements are met with an immediate 2-4 hour response time. This means that the equipment would be rapidly replaced and any compromise of the site’s security would be minimized.</p> <p><b>Without this Component</b> Equipment would be shipped next day and SLA requirements could not be met. Thus, the SLA contract would be breached, resulting in financial penalties and the customer’s reputation being compromised.</p>
<b>24/7 Maintenance</b>	<p>Maintenance problems often occur without warning. In this 1500-site scenario, a possible issue is the circuit or router failure could cause a substantial communication outage on site, calling for immediate fault isolation and rectification. The ability to respond 24/7 to emergency maintenance issues is critical to avoid disrupting operations at any location.</p> <p><b>Without this Component</b> Significant downtime could occur while the customer sought a vendor able to provide 1) necessary services 2) in a rapid deployment timeframe with 3) the right expertise to ensure the issue is resolved.</p>

<b>Billing</b>	<p>Providing rapid, detailed billing ensures project accuracy, including equipment/material pricing, technician hours and any additional services. In the scenario above, completed location invoices would be consolidated into one monthly bill provided by the technology rollout company to the customer.</p> <p><b>Without this Component</b> Billing could be delayed and unconsolidated. The risk of incorrect invoicing and disputed documentation could significantly increase.</p>
<b>Solution Support</b>	<p>Solution Support services allow for extended project support. In this scenario, onsite design services allow for changes at site locations such as construction or equipment room relocation at several sites that occurred after the technology solution was designed and the survey was conducted.</p> <p><b>Without this Component</b> The technology rollout company could not fully support the customer, requiring the hiring of additional service vendors, thus increasing cost and time.</p>

### Scenario Summary

The above analysis points to the benefits provided by a complete Rollout Services Model:

- **Reduced Project Costs and Time Requirements** - multiple services can be delivered in a single truck roll.
- **Increased Project Organization & Accountability** - by breaking services into components, thus making it easier to comprehend and discuss at the level of detail necessary.
- **Reduced Customer Management Requirements** - single-source responsibility for multiple services allows the customer to focus on their core competencies.

## Deployment Method Comparison

*“In order to take best advantage of the collaboration paradigm, the precise method ...is an important technological point.”*

- Masataka Yoshimura, CONCURRENT ENGINEERING

As with the Process Structure, the rapid deployment of multi-technology, multi-service, multi-site rollouts across nationwide and global environments requires a defined Deployment Method in order to maximize efficiency. The various Deployment Methods utilized by technology rollout companies are explained in this section. Refer to the Deployment Method diagrams for additional information.



[Deployment Method Comparison Video](#)

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## What are the Deployment Methods?

1. **Local Multi-Service** ([see diagram](#))  
The technology rollout company minimizes the number of local field technicians to deploy multiple services in as few truck rolls as possible. Each technician specializes in multiple services and is managed and supported by the technology rollout company.
2. **Single-Service Multi-Resource** ([see diagram](#))  
The technology rollout company uses multiple local field technicians. Each technician specializes in a single service.
3. **Non-Local Service** ([see diagram](#))  
The technology rollout company uses a single group of technicians as its field force. These non-local technicians travel to each site from a central location. Each technician may or may not specialize in multiple services.
4. **Additional Methods: Hybrid** ([see diagram](#))  
A number of variations of the three basic methods may exist as hybrid methods, each with their own advantages and disadvantages.

Deployment Method Comparison			
Criteria	Local Multi-Service	Single-Service Multi-Resource	Non-Local Service
<b>Number of Truck Rolls/Dispatches</b>	Minimized	High	Minimized
<b>Project Cost (Labor, Travel Time, etc.)</b>	Reduced due to the Minimized Number of Managed Technicians	High due to Multiple Technicians and Truck Rolls Managed by Technology Rollout Company	High due to Travel Costs of Initial and Repeat Visits
<b>Site Service Time Requirements</b>	Rapid Deployment due to Local Managed Technicians	Increased Scheduling Time Requirements due to Multiple Technicians Providing Single Service	Potential for Increased Service Time due to Increased Travel Time and Delays

<b>Site Call Back Timeframe</b>	Minimized	Minimized	Medium to High
<b>Technician No Shows or Delays</b>	Seldom Occurrence due to Technician Redundancy	Potential Scheduling Conflicts Between Multiple Resources	High Risk due to Travel Complications
<b>Service Redundancy</b>	Offered by Multi-Service Technicians	Not Provided	Dependent on Types of Technicians Utilized by Technology Rollout Company
<b>Site Maintenance and Emergency Response</b>	Immediate Service Capabilities by Technology Rollout Company	Immediate Service Capabilities by Technology Rollout Company	Limited Service Capabilities due to Technician Travel Time and Scheduling Conflicts
<b>Accountability</b>	Complete Accountability by Technology Rollout Company	High Potential for Finger-pointing due to Multiple Technicians Providing Single Services	High Potential for Finger-pointing due to Technicians not being Located Near Sites to Ensure Work Quality

### Deployment Method Comparison Summary

Based on the Deployment Method Comparison, the benefits of the Local Multi-Service Deployment Method greatly outweigh those offered by other methods.

**Ideal Deployment Method: Local Multi-Service**

Simply put, employing a technology rollout company that manages local technicians capable of providing multiple services in a single truck roll (or minimized amount) will reduce costs and increase efficiency over any deployment method in which technicians 1) are transported from a non-local location, 2) specialize in a single service or 3) both.

## Conclusion

When you understand the details of how to efficiently implement nationwide and global technology rollout projects, you then have the ability to effectively evaluate a technology rollout company. And in order to do this in terms of rollout services, the following deployment capability questions should be answered:

- How is their Rollout Services Model organized? Is it based on the component model or service-only approach?
  - Remember: Components allow for detailed, well-defined breakdowns of how each service is organized and integrated into the scope of the entire technology rollout.
- What are the company's components and which services do they provide?
  - Remember: Employing a company with the nine key components described in this paper will ensure that all your project implementation needs are completed by a trusted, single-source provider.
- What is their Deployment Method?
  - Remember: This determines how the company actually deploys and distributes technicians to nationwide and global sites. The Local Multi-Service Deployment Method offers the greatest benefits relating to project costs and time.

When a unified Rollout Services Model, comprised of the nine primary components and utilizing the Local Multi-Service Deployment Method, is employed:

- Costs are minimized
- Project times are accelerated
- Project deadlines are met
- Project accountability is defined

Knowing the importance of the Rollout Services Model, its components, and the advantages of the Local Multi-Service Deployment Method ensures that you will choose the right technology rollout company for your project.

## About Concert Technologies

This paper was authored by Dennis Mazaris, President and Founder of Concert Technologies, Inc. Since 1995, Concert Technologies has offered rapid delivery of multi-site, multi-service, multi-technology rollouts on both a national and global scale. Our Maestro Technology Rollout System®, the world's first unified system, is based on the proven methodologies that span our extensive experience of providing professional rollout services.

For more information:

- Visit our website: [www.concerttech.com](http://www.concerttech.com)
- Contact Dennis Mazaris, President:  
[dmazaris@concerttech.com](mailto:dmazaris@concerttech.com)

## References

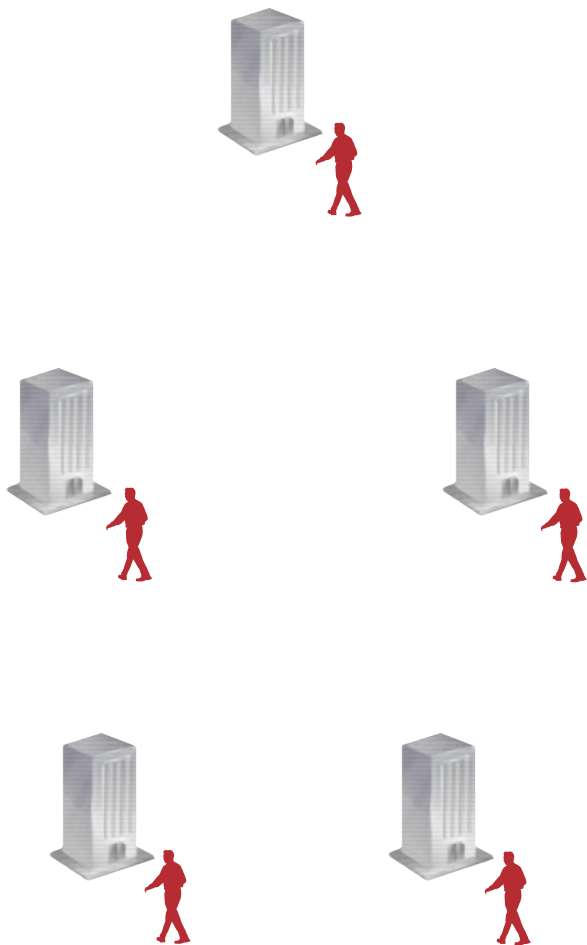
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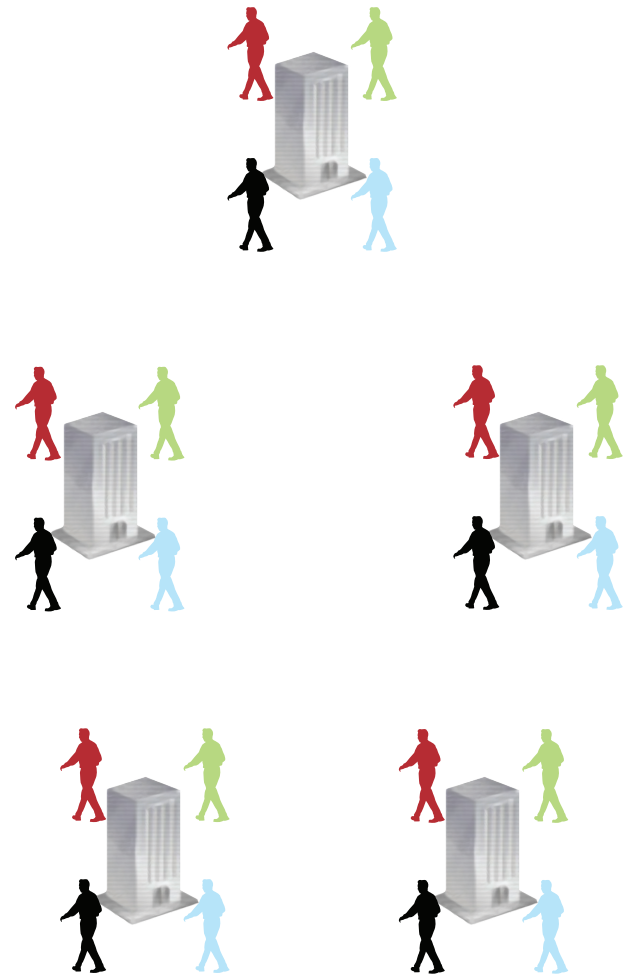
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## Local Multi-Service Deployment Method



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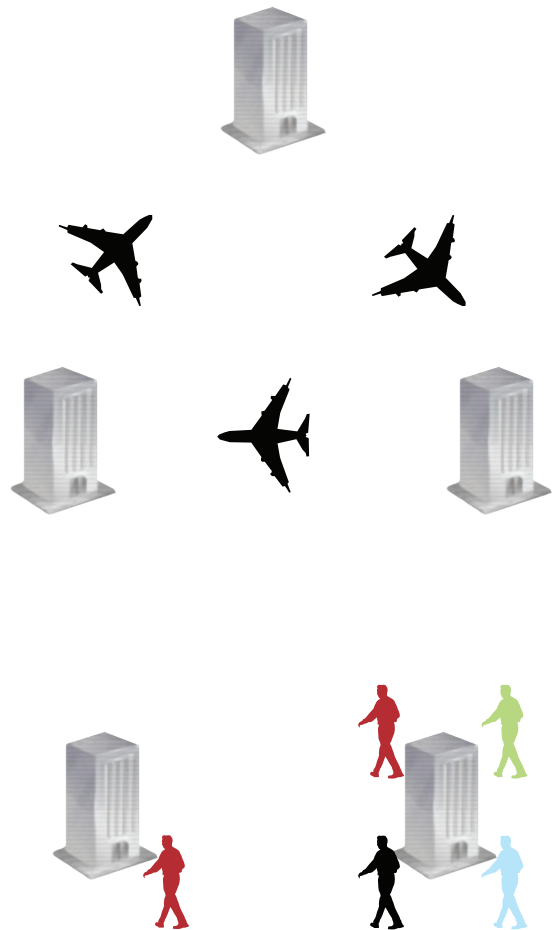
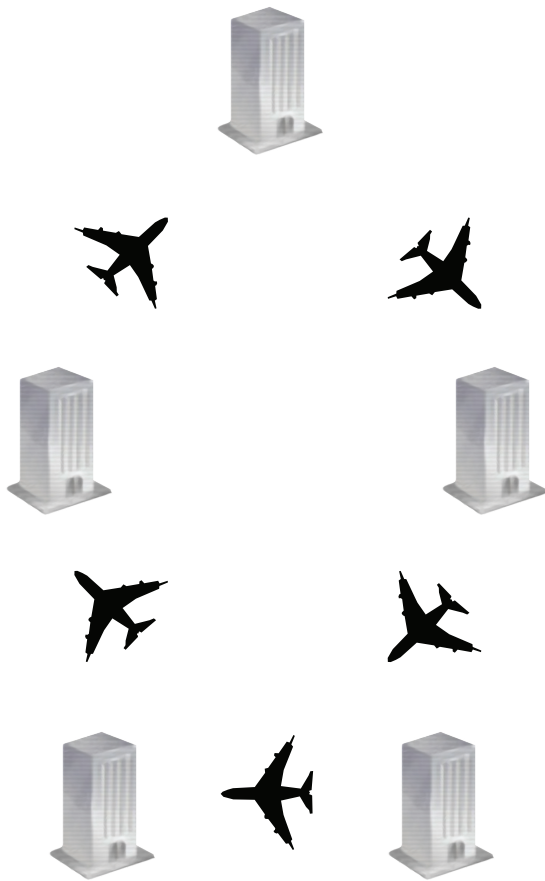
## Single-Service Multi-Resource Deployment Method



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### Non-Local Service Deployment Method

### Hybrid Deployment Method



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