

## PROCESS DEPLOYMENT METHODOLOGY ADOPTION

Process deployment methodology enables large scale rollout of process & systems initiatives throughout a distributed enterprise cutting across typical change resistance and fragmented agenda of sales & delivery channels.

### Business Problem

The rental marketing group of a large equipment manufacturer wanted help in deploying a dealer business system across its dealerships and rental stores while creating a user friendly mechanism for adopting business best practices.

### CGN Solution

CGN helped develop a framework to integrate the metrics for realizing value from best practice implementation to tools within the new dealer business system. This led to creation of pointed projects within the dealerships to realize value from such best practices while generating an appetite for the features within the system to enable these best practices.

### Customer Benefit

The customer has been able to rollout common practices, bring different dealerships to a level set and also dissolve any resistance to change, whether process or systems. Deployment resources have been able to manage multiple rollouts through different stages and have helped build an unprecedented framework for communicating executive vision to field personnel.

### SCOPE

*Recommend and setup standards for project management, reporting, and execution; build templates for work product as well as plans, establish communication mechanism (internal & dealer focused); Training for deployment resources as well as dealer managers.*

### BUSINESS DRIVERS

*Effectively manage a multi-dealer rollout using distributed resources; Integrate business objectives to system adoption.*



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