

## **SMB/ICT Alignment Process and Readiness Worksheet** (Version 1: 12/16)

This worksheet is designed to help you understand the SMB information (computers/data) and communications (phones/voice) technology (ICT) alignment process, the benefits to following the process and the readiness criteria for evaluating your voice and/or data systems and external network at this time. Use this worksheet to identify which step in the process you feel you are currently in and what the next step might be for your business.

### **SMB/ICT Alignment Process - ComNet Customer Lifecycle Experience Commitment**

Outlined below are the steps to the proven ICT alignment process integrated with the exclusive **ComNet** client lifecycle experience commitment.

#### **Step 1: Awareness** (*Potential Suspect – Educate and Inform*)

In today's dynamic business environment the workplace is changing, the workforce is evolving and rapid technology evolution is driving costs down and performance up. Information and communications are equally important success factors in business today. ICT is the integration and alignment of information (computers/data) and communications (phones/voice) technology systems (internal) and network (external) to drive performance, increase productivity and control costs at all levels of the business.

SMB and ICT alignment is a mission critical strategy in today's volatile marketplace. SMB/ICT alignment helps harness external forces of business change and internal challenges. SMB/ICT alignment supports business goals and objectives and drives performance. SMB/ICT alignment responds to your targeted marketplace demands and experience-loyal customer expectations.

#### **Step 2: Discovery** (*Interested Prospect – Engage and Involve*)

SMB/ICT alignment process and readiness (qualification) Worksheet  
SMB/ICT needs analysis, systems and network assessment and cost audit (Worksheet)  
Joint configuration workshop (design session) if applicable (larger/complex systems)

#### **Step 3: Acquisition** (*Ready/Qualified Buyer – Recommend and Decision Support*)

Presentation, proposal and demonstration as required  
Decision criteria, buying objectives worksheet and investment guide

#### **Step 4: Implementation** (*Expectant Customer*)

New systems (voice and/or data) and network deployment and benefit implementation

#### **Step 5: Management** (*Established Client*)

Lifecycle systems (voice and/or data), network and user management

### **Why is Process Important?**

An important lesson learned from years of Telecom Industry experience and a key benefit of the **ComNet** value premise is the identification of the ICT alignment process, the benefits associated with embracing the process and the delivery of valuable decision support resources designed to build decision maker confidence, promote safe decisions and insure a sound investment.

- The process can be collapsed or expanded to respond to your schedule/budgeting period
- The process can be complex or simple depending on your resource allocation
- The process can be a high or low priority initiative depending on your current situation
- The process can be an autocratic (exclusive) or democratic (inclusive) initiative
- The process can be self-implemented, ComNet facilitated or collaborative
- The process improves decision making, promotes employee buy-in and reduces decision risk
- The process prevents costly decision, implementation and management mistakes
- The process can maximize initial investment value, reduce total cost of ownership and drive a timely and positive return on investment

## **SMB/ICT Alignment Readiness (Qualification)**

This ICT alignment readiness guide will help business decision makers and recommenders to determine if ICT integration and alignment is right for their business at this time. It can also support the cost justification of the upgrade or replacement of the company's voice and/or data systems and/or external network at this time. Place a "Y" for yes or an "N" for no next to each of the four qualification criteria and a checkmark in the box for each element that validates that answer for the applicable qualification criteria.

### \_\_\_ **Need** - You have a need to change the current situation - *Motivated*

Pain zone - Will ICT alignment solve current problems or meet immediate needs?

- Build - Build a new ICT infrastructure/network for a new business or an additional remote location
- Replace - Replace an existing infrastructure/network that is obsolete and unresponsive
- Relocate - Move the existing ICT infrastructure/network to a new location
- Scale - Scale an ICT infrastructure/network to a growing and expanding business
- Alignment - Align ICT infrastructure/network to support business goals and objectives
- Impact - Support lifecycle situational (start-up, recovery or growth) business plans

### \_\_\_ **Desire** - You want to change the current situation - *Willing*

Fulfillment zone - Will ICT alignment fill a desire or leverage an opportunity?

- Enhance - Enhance infrastructure/network capabilities to better meet caller and user needs
- Upgrade - Upgrade or align the ICT infrastructure/network performance and impact on the business
- Expand - Expand or modify the infrastructure/network configuration to meet current and future needs
- Migrate - Improve ICT infrastructure/network performance through technology migration
- Connect - Connect with a better qualified and more responsive provider and/or carrier

### \_\_\_ **Ability** - You can change the current situation - *Capable*

- Capacity - The decision making authority is engaged in the decision process
  - Existing relationships or conflict of interest that would prevent our selection
- Capability - Adequate funding (budget) is currently available for a project at this time
  - Investment (Cash)                       Operating lease       Other: \_\_\_\_\_
- Commitment - Able to enter into a new agreement/relationship - existing contracts
  - System (Equipment)                       Access (Lines)       Other: \_\_\_\_\_
- Criteria - Clear buying objectives and prioritized decision criteria (See worksheet)

### \_\_\_ **Opportunity** - Are you ready to change the current situation now - *Timing*

- Decision timeframe
- Implementation schedule

**Conclusion:** Our years of information and communication technology experience indicates that if you have any "no" answers on your list, the timing is probably not right to undertake ICT system and /or external network infrastructure upgrade, enhancement or replacement at this time. On the other hand, if you have several "yes" answers, it is important to connect with a strategic ICT solutions partner that is experienced, capable and committed to timely and effective ICT alignment for your business.