



## The 3-Step plan to successful Technology Implementation

### Overview

The implementation of new technology (software, hardware, connectivity etc) is a road that must be navigated in a clear and precise fashion. The Advanteks 3-Step plan can help your business achieve its goals with a clear understanding of the risks and challenges. We do this by applying the techniques of Strategy, Innovation and Integration. These 3 steps will not only guide your business to successful implementation but will leverage your initiative to become a competitive advantage in your market.



Andrew Papageorge, in his excellent book, [GoInnovate](#), outlines the two primary jobs of innovation in any organization. In the process, he also illuminates why it's often difficult to make progress on our innovation initiatives.

According to Andrew, the two jobs of innovation are to help us to service today's business and innovate for the future. But, as he points out, most executives tend to be focused on today's problems and challenges, leaving little time to think about the future of the business:

*"Managing today's business often requires that we move from one challenge, one problem, and one deadline to another continuously throughout the day. This leaves little or no time for working on the future. We become expert 'firefighters' in our own area of responsibility. But we seldom recognize that the cause of the fire lies beyond our daily focus. If we were to look more toward the future - where we are going and where we want to go - we would often find solutions to the problems of today. We spend too much time working in, not on the business, and if we neglect the future, tomorrow may never come."*



## The 3-Step Plan

### 1 - Strategy

Most often, change is driven either by internal forces (a *pain point* in the business process that becomes unsustainable), external forces (a competitor or a similar business implements it first) or market forces (required by the growth or shrinkage of your business).

Advanteks will help you understand:

1. What vendor options are available? What's their market share? Are they growing? Can they support your business?
2. What are your competitors doing? What is their adoption rate? Did it meet their expectations?
3. What are industry trends around this particular technology? Is it new? Proven? Is the technology still in flux or is it stable? Does that fact work for you or against you?

Once these questions have been answered, your business will be armed with the information to let you make the decision on proceeding to the next step.

### 2 - Innovation

After a Solution has been formulated, the focus of the plan needs to change from *Strategy* to *Innovation*. Anyone can purchase or build a "Best of Breed" product and turn it on. That accomplishment will make your business an equal to everyone else who implemented that product – or any other product like it.

Advanteks will help you determine how your business can leverage this product into a "Market Differentiator" for you. If you want to be a leader, not a follower, this step is imperative.

1. How can you tweak or maneuver this product into a Head-line grabbing Market Share for your business?
2. Where's your biggest win – internal or external customers? Either one could make you an Industry Leader.
3. Can you continue to "leverage" this product down the road – showing a different side to your customers on an ongoing basis or is it a "one time big-bang" implementation?
4. How will this product reflect the "culture" of your business?





Will that culture support it?

As you move towards implementation planning, think about how you market it, how you migrate to it, how you roll it out and how you get employee buy-in - these are all items that Advanteks is prepared to help you unravel. We can help you understand your options in getting the most out of your innovative thinking.

### 3 - Integration

After you've outlined your Strategic Initiative and documented your Innovative Thinking most would say you're ready to build an implementation plan. However, the Advanteks philosophy suggests there are a few internal discussions yet to be had. If your initiative is driven by marketing or by revenue (not a bad driver in this economy), have you forgotten to bring on-stream your own internal teams who will potentially see their work-flow change with the implementation of this product?

1. Other internal systems – are there some efficiencies that can be gained by integrating (or interfacing) to other internal systems, for example:
  - a. Online training
  - b. Trouble Ticket systems
  - c. Reporting
  - d. Corporate Data storage
  - e. CRM or other Customer Profile systems
  - f. Other Operational systems



Advanteks consultants will help you consider how the answer to these questions may in fact bring out some considerations that were not a part of the initial Strategic Plan.

*"Most projects or initiatives, at their onset, are driven by a single important business requirement. Only after due consideration by the team does it become apparent that there were always a number of driving factors – of differing importance and ROI. In some cases, the **real** driver might not even be discovered until later in the Innovation Process. In the best case scenario, it's not even apparent until after you implement the solution. That's the true test of Strategy and Innovation – to achieve overwhelming results (far beyond your expectations) by following some simple guidelines and listening to the people that know your business and your culture. "*

*Walt Akerley – Technology Integration Specialist  
Advanteks, Inc*



## Summary

Although the primary focus of Advanteks consultants and systems analysts has been internal to the IT community in the commercial airline industry, the good practices in strategic thinking this plan proposes are not only applicable there.

- Aviation software and technology vendors – Advanteks can help you in pre-market work-up of your proposals and evaluate them against airline business processes and internal technology
- Travel and transportation industry (as a whole) – there are many similarities to the airline industry that Advanteks can address – security, self-service, accommodations, shipping, rail etc
- Technology implementation in any field – bring Best Practices and Innovative Thinking to the table with you in the form of an Advanteks consultant.

## *Strategy – Innovation - Integration*

*Advanteks, Inc.* is a Canadian consulting firm specializing in aviation technology and the strategy involved in implementing emerging technology solutions.

Advanteks consultants have over 20 years experience working with airlines and airports at solving technology problems and using innovation to implement a wide range of solutions.

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