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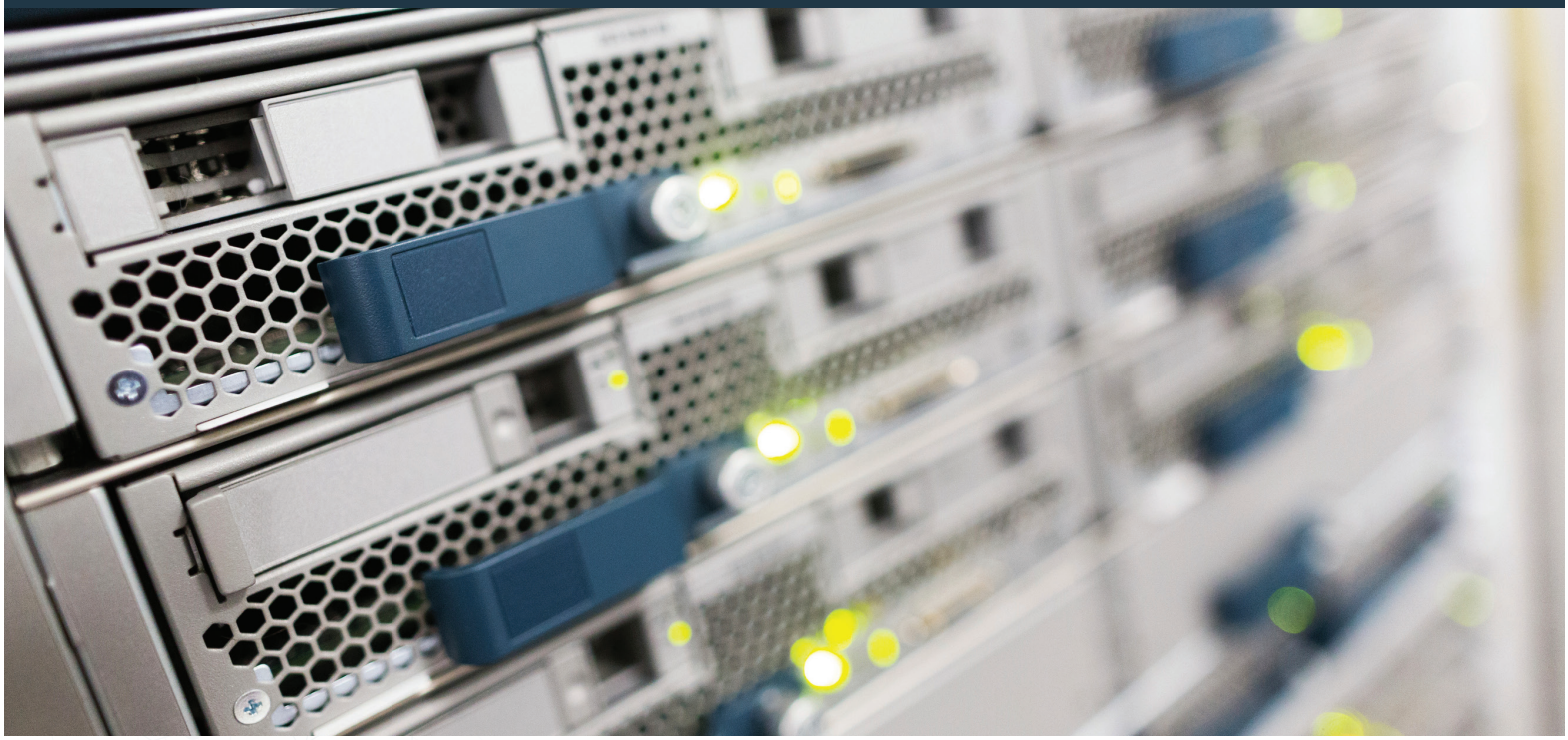

The Crawl-Walk-Run Approach to Technology Adoption

White Paper

Overview

Can a new technology transform a good business into a great one? Many people tend to think so. When a competitor rolls out this or that newfangled technology, it's hard not to feel envious of their shiny new toy, and anxious about being out-done. New technologies can delight many customers and address many business problems, but technology adoption choices can never be made lightly—and should never, ever be based on the actions or mission of another business. In this paper, we discuss one prominent technology decision-making methodology that can keep your business off the competitive racetrack to nowhere, and on your individual path to success.

From good to great

For his book, *Good to Great*, Jim Collins carefully tracked the performance of 1,435 "good" companies over a span of forty years, examining what it was that made a few of them become "great." In his findings, he includes a set of myths about corporate change. One myth is "The Myth of Technology-Driven Change: [that] the breakthrough that you're looking for can be achieved by using technology to leapfrog the competition."

Collins found that the few companies who became great during the course of his study never chose to "leapfrog" ahead, but instead took a crawl-walk-run approach when it came to technology adoption. They always used technology to accelerate their business' momentum, not to create it. They didn't adopt new technology gratuitously or to create something new; rather, they used it to leverage their current investments, and to improve upon their standing offerings and levels of service.

The great companies made technology choices based on their sustainability (walk before you can run) and on how well the technology aligned with their core mission. They did not react to what others were doing, but instead forged their own paths forward. The evolution of each business' technology aligned with the evolution of the business itself. They crawled, they walked, and then finally, they ran.

Forging your path forward

The crawl-walk-run approach to business decision making is reportedly inspired by a Martin Luther King Jr. quote:

> ***"if you can't fly then run, if you can't run then walk, if you can't walk then crawl, but whatever you do you have to keep moving forward."***

For many small-to-medium business owners, you don't need a pretty quote or forty years of corporate data analysis to know that crawl-walk-run is a smart technology implementation strategy—all you need is a glance at the yearly IT budget. It's not hard to recognize that a certain technology could alleviate certain pain points, or potentially grow your business. The trick is to pinpoint exactly which technologies can be sustainably integrated into your business—and when. There's no shame in crawling towards success, even if it feels like others are running. It's all part of the crawl-walk-run strategy, which puts your business' individual path towards success first.

Case Story: Ecessa helps a leading bagel retailer crawl-walk-run and rise to the top.

A leading bagel retailer opens its doors from 6am to 8pm daily, with the busiest hours for the three locations from 6am to 10am. During these important hours, the most essential thing for the retailer is the ability to process credit cards, take phone orders and provide Wi-Fi to guests. If (and, let's be honest, when) the Internet fails, the business cannot do either—taking a big bite out of the business. It didn't take very many outages for the retailer to realize that all their locations needed a second Internet connection to thrive.

Now in the evolution of the business the need is simple—load balancing between multiple circuits and in-call failover. When it comes to evolving, and optimizing the network, they are ready to crawl. Being a savvy business operation, they chose to enhance their current communications investments by introducing Ecessa Edge™ to the network.

CRAWL

Ecessa Edge is the most cost effective small business solution for Internet failover and load balancing.

Ecessa Edge provides your network with automatic failover, outbound intelligent load balancing, a built in basic firewall, integrated SIP proxy and registrar for VoIP, and Quality of Service (QoS) engine to optimize voice call reliability for your business. Best of all: it's affordable, and easy to install and maintain.

Now, with Ecessa Edge in place, if you are in the process of paying for bagels or browsing the Internet and the primary Internet connection fails, you'll never know. Additionally, if the retailer is taking orders via their VoIP phone, they are not impacted as the Ecessa Edge offers true in-call failover.

Three years later the business has 25 sites spread out over three states requiring the implementation of a much more robust, cloud-based, ERP system to manage planning, purchasing, inventory and sales. With the addition of a WAN, everything becomes automated. The business is booming, and ready to walk. The retailers' network can leverage both inbound and outbound load balancing via a simple software upgrade to Ecessa PowerLink™.

WALK

Ecessa PowerLink keeps your business network up and running with automatic failover between WAN connections, load balancing and traffic shaping.

Ecessa PowerLink provides your network with automatic failover, quality of service and traffic shaping, link congestion management, link load balancing and inbound services, built-in VPN support and basic firewall.

With Ecessa PowerLink in place, the retailer benefits from top-of-the-line secure, intelligent load balancing and automatic inbound and outbound failover technology. Their network communication is seamless and in the event of an outage, they are covered.

More years go by, and the business is thriving. After attracting investment and going through a rebranding initiative, the business has over 65 locations, and is processing more orders and communications than ever before. They are ready to run. The business can no longer accept an outage as they have contracted to supply bagels to several national grocers within the region, in addition to their walk-up business. So, they upgrade to Ecessa WANworX™.

13755 1st Avenue North · Suite 100 · Plymouth, MN 55441
Phone (763) 694-9949 · Toll Free (800) 669-6242
www.ecessa.com

RUN

Ecessa WANworX offers a full SD-WAN solution, complete with multiple load-balancing options, automatic seamless failover, superior application performance, optional packet duplication, and the Never Down™ guarantee.

Ecessa WANworX provides your network with superior application performance, consistent and reliable Cloud access, flexible SD-WAN architecture, agile bandwidth usage and seamless uptime. WANworX guarantees a Never Down network in a manageable, reliable, scalable and cost effective package.

With Ecessa WANworX in place, the retailer can rest easy knowing that their network is guaranteed to be Never Down. No order, transaction, website visit, Cloud application, guest Wi-Fi experience, email or call—internally or externally—will ever be interrupted by a network outage.

With the Ecessa "crawl-walk-run" approach to SD-WAN, the bagel retailer could build upon their existing network investments, maxing out the returns of each step throughout the process. They grew and evolved their network at the exact rate the business required—to delicious results.

Summary

The proven success of the crawl-walk-run technology adoption methodology inspired Ecessa to model its entire product and service line after the approach. By offering a scalable range of both physical and virtual solutions that allow customers of all sizes and industries to take the crawl-walk-run approach to SD-WAN at their own desired pace, Ecessa provides every business—at every evolutionary stage and IT budget—with a smart, sustainable path forward toward a wider, more perfect network. There's a solution for everyone:

- Ecessa Edge introduces your network to load balancing and in-call failover.
- Ecessa PowerLink and Ecessa ClariLink™ WAN link controllers add VPN and SIP functionality to your network.
- Ecessa WANworX offers a full SD-WAN solution with a Never Down guarantee.

With Ecessa's range of scalable, sustainable solutions, your network evolves with you.

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