



Rollouts Augments Traditional Field Force Empowering POS Provider to Greatly Expand Capabilities

Introduction

A common challenge for companies with their own field services personnel is finding a way to leverage their highly skilled people. Large projects may require large numbers of technicians, but not all the technicians need to have "lead technician" skills. A company can significantly leverage its field force by using Rollouts to supplement its "leads," while Rollouts provides all of the "assistants." The skill profile of the assistants can be designed by the customer so that customers pay only for the skill set they need. When these "assistant" skill sets are sourced locally, travel costs are reduced, to be saved for sending lead technicians to sites requiring their attention.

Client Overview

Our client is a world leader in systems and service integration solutions for the quick service restaurant industry. Their wholly-owned subsidiary has installed over 25,000 of its point-of-sale systems in over 95 countries worldwide and is also one of the leading service providers to the restaurant systems market.

Critical Business Issues for Client

Our Client's primary corporate focus is on research and development of robust, high-quality software and hardware technology products built specifically for their target markets. They maintain their own staff of technical personnel; however, the cost of expanding their highly specialized technical staff to handle the large (and temporary) upward spikes in demand for installation technicians was deemed too high. They had the additional requirement that any outsourced technician must have experience with point-of-sale installations, and be willing to work under the direction of their lead engineer onsite to perform more technical software installations.

Reasons for Critical Business Issues

The maximum ROI for their customers' from installing their client's equipment and systems are derived when the equipment and systems are rolled out quickly, throughout a customer's entire site system. By confining their installation teams to their own personnel, our client was limiting the size and speed of rollout it could sell and manage; senior technicians can only be in

one place at one time. Placing senior technicians in a position of performing all aspects of an installation unacceptably increased the effective cost of each installation. Travel costs were eating into profit margins. And their customers were demanding quicker deployments.

The Rollouts Solution

Rollouts was called upon to significantly augment our client's capability to sell large numbers of systems slated for rapid installation, as well as boost their ability to conduct a pre-determined series of low-level repairs or upgrades in the field pursuant to a general schedule agreed upon between them and their customers.

Rollouts' project management team works closely with our client on an ongoing basis to schedule *local* technicians with the appropriate skill sets where and when they are needed. Internal reporting structures have been developed between Rollouts and our client to facilitate the rapid deployment of field services personnel where necessary.

End Result

Over the past year, Rollouts has provided onsite services to many of our client's key customers, which include the Who's Who of the Fast Food Industry. Our client now has the capability, without adding to its internal permanent technical or management staff, to deploy massive rollouts of equipment or upgrades. By virtue of their relationship with Rollouts, they now have access to over 10,000 technicians throughout North America, ready to respond to their onsite service requirements. Rollouts' services to our client have expanded to include de-installation, cabling, and night installations.

Quote: *Our business is very competitive, so we don't want to devote resources to anything other than the development and servicing of our products. By outsourcing the up-front "rollout" of equipment to Rollouts, we no longer need to staff up for these temporary labor needs. We'd rather keep a full-time permanent staff on hand to provide for the ongoing servicing requirements of our customers. Rollouts has an uncanny ability to deploy precisely the skill set we need, where we need it, when we need it*