

Developing Your Rollout Strategy

PART 1: MULTILINE ROLLOUT BEST PRACTICE SERIES



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Like any software, a successful implementation is driven by a plan with clear objectives, a clear strategy for engaging in stakeholders and a timeline for onboarding users. This eBook will walk you through how to develop your MultiLine rollout strategy, what things you need to take into consideration, and best practices. This eBook will also provide two real-life examples of how our customers developed their rollout strategy and things they considered.



BEST PRACTICES IN STRATEGY DEVELOPMENT

Quantify Mobile Usage



Start with a clear understanding of the size and cost of maintaining your corporate mobile estate. In addition, collect monthly usage statistics for mobile data and calls. These figures are important inputs to your rollout strategy and business case.

Roll Out In Phases



Onboard new users in phases to mitigate risk, build internal capabilities, and prove the value of MultiLine to the business. Early successes will generate the positive word of mouth that builds momentum for your rollout.

Devise An Engagement Plan



Prepare a plan to build awareness and acceptance for MultiLine. Expect to engage a variety of stakeholders—business and IT executives, HR, Legal, Compliance, and end users—to ensure a smooth implementation.

Establish Success Metrics



Define how you will measure success given the objectives for your MultiLine deployment. Common metrics include number of activated users, number of corporate devices retired, and user satisfaction scores.



CUSTOMER EXAMPLES OF A PHASED ROLLOUT

Below are two examples of how MultiLine customers have thought of and developed their BYOD policy.

01

Conservative Rollout to Mitigate Risk

A global financial services firm pursued a carefully phased, closely managed rollout of MultiLine. The bank's implementation process included:

- Pre-production pilot with IT
- Production pilot with Business IT
- Pilot with a small number of friendly end-users
- Rollout to a larger group of end users

The bank repeated this rollout strategy in every country in which MultiLine is deployed.

02

Batched Onboarding of New Users

A regional healthcare organization deployed MultiLine to achieve compliant mobile messaging.

The organization undertook a batched onboarding strategy, rolling out the service to 100-125 new users every week.

Using this approach, the organization onboarded 1,500 users in a three month period.



SPECIAL CONSIDERATIONS: GLOBAL ROLLOUT

Companies planning a multinational deployment of MultiLine must consider a variety of country-specific factors—both internal and external.

Here are some of the most important considerations:



01 Local Regulatory Environment


The laws and regulations for mobile communications vary by country (and even some U.S. states). Make sure you understand the local regulations concerning the use of personal devices in the workplace, the recording of mobile communications, and the protection and privacy of personal data.

02 Local Company Policies

Expect to engage functional teams at a country or regional level. Areas to address include local HR policies ,especially for Bring Your Own Device (BYOD), local compliance standards and approvals, and local legal and tax considerations.

03 MultiLine Service

MultiLine is currently available in countries in North America, Europe, Asia, and Asia Pacific. Movius and our partners can confirm the availability of local mobile numbers in the countries you'd like to deploy or will work closely with you on a timeline to meet your geographic requirements.



CUSTOMER EXAMPLE OF A GLOBAL ROLLOUT



A multinational bank has embarked on a global rollout of MultiLine to increase participation in its BYOD program.

The firm prioritized countries where:

- There are a lot of corporate device users
- There is a good mix of business units
- MultiLine is easy to deploy and support

With this rollout strategy, the bank aims to maximize BYOD uptake and the resulting cost savings. The bank will use MultiLine to comply with mobile recording requirements in a future deployment phase.

NOW YOUR TURN: STRATEGY WORKSHEET

01

What is the main purpose for your employees to use their device?

02

Why are you developing a BYOD strategy? What are your objectives?

03

Who are your key stakeholders for implementing this initiative?

Name: _____ Department: _____

Name: _____ Department: _____

Name: _____ Department: _____



04
What users/roles will be impacted?

User: _____ Role: _____

User: _____ Role: _____

User: _____ Role: _____

05
Identify policies that you want to implement.

06
What are the major milestones and dates for your initiative?

Milestone: _____ Due Date: _____

Milestone: _____ Due Date: _____

Milestone: _____ Due Date: _____





ABOUT MOVIUS

Movius is the leading global provider in cloud-based secure mobile communications software, helping enterprises deliver better engagement for their clients. Enterprises around the world use the company's all-in-one mobility platform to connect with their customers in more convenient, cost-effective and compliant ways. The platform offers an easy way to extend and integrate voice, text, and messaging services into other systems, like CRM or collaboration tools.

Headquartered in Atlanta, Movius has additional locations in Silicon Valley, Calif., and Bangalore, India. Movius works with leading global partners like Sprint, BlackBerry, Telstra, and Telefónica.

For more information on Movius, visit <https://www.moviuscorp.com/>