

**GET YOUR ROLLOUT  
PROJECTS ROLLING –  
NATIONALLY AND  
INTERNATIONALLY!**



ROLLOUT  
**.CPC**



**“TOO LITTLE ATTENTION  
IS PAID TO THE ACTUAL  
ROLLOUT PROCESS.”**

Sven-Auke van der Werff, Manager at CPC

# ROLLOUT PROJECTS ARE HIGHLY COMPLEX UNDERTAKINGS. THEIR IMPLEMENTATION IS OFTEN UNDERESTIMATED.

**In rolling out new processes, systems and products, companies need to juggle hundreds of details successfully. If these projects need to be rolled out multiple times, management faces a real challenge.**

Although rollout projects are highly complex undertakings – especially if multiple locations are involved, let alone different countries or regions – their implementation is often underestimated. The main reason is that project leaders tend to devote most of their attention to the solution’s feasibility. The pilot and its technical and procedural aspects take center stage.

In contrast, little care is given to the rollout itself, e.g. introducing new software at multiple locations. **The consequences can be serious: time delays, exploding costs and roadblocks spring up time and again.**

On top of that, complexity rises with the number of stakeholders of varying technical backgrounds involved in the rollout. If project leaders take that too lightly, operations may suffer.

Rollout projects, therefore, require a dedicated process. The biggest challenges include **realistic scheduling** and ensuring that all the stakeholders are directly involved. **Coordinating the implementation** must also be given careful thought. In addition, project leaders should make sure that their concept is **continuously refined** with each subsequent rollout.

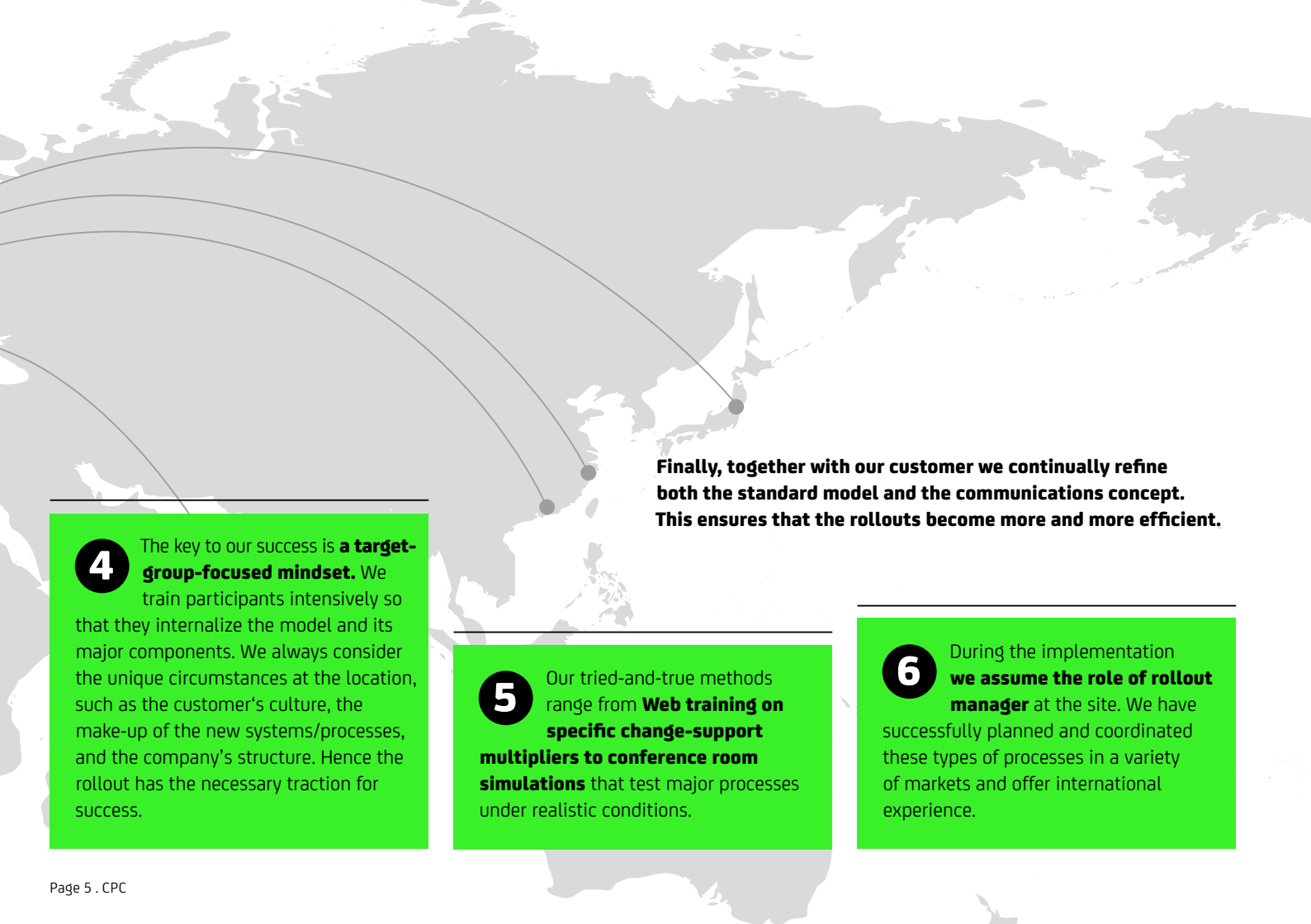
# FROM CONCEPT TO IMPLEMENTATION – THE SINGLE-SOURCE ROLLOUT.

Together with our customers, CPC first develops a standard model that is fundamental to the planned rollout process. The model reflects the individual rollout process steps from a high level down to the details. High-level planning includes the individual rollout phases. Detail-level planning breaks those phases down into activities and tools.

**1** In working with our customers, we always look for optimal complementarity among the team members. **It's crucial for the employees responsible for executing the rollout to be on board right from the beginning.**

**2** Our approach stands out because we do not simply reduce the rollout to technical and procedural requirements; we always keep the needs of the participants in mind. We always customize our standard model to the customer, include those affected in the rollout process and encourage them to play an active role. This increases acceptance all around. **International rollouts must also take cultural characteristics into account.**

**3** Our standard model also includes a **communications concept**. It is carefully crafted to the specific target group. Because the concept is **developed in modules**, the customer can delegate important tasks to its employees or take over an entire module.



**4** The key to our success is a **target-group-focused mindset**. We train participants intensively so that they internalize the model and its major components. We always consider the unique circumstances at the location, such as the customer's culture, the make-up of the new systems/processes, and the company's structure. Hence the rollout has the necessary traction for success.

**5** Our tried-and-true methods range from **Web training on specific change-support multipliers to conference room simulations** that test major processes under realistic conditions.

**6** During the implementation **we assume the role of rollout manager** at the site. We have successfully planned and coordinated these types of processes in a variety of markets and offer international experience.

**Finally, together with our customer we continually refine both the standard model and the communications concept. This ensures that the rollouts become more and more efficient.**

**HIGHLY EFFICIENT.  
MAJOR TIME-SAVINGS.  
LASTING.  
EMPLOYEE ACCEPTANCE!**



# FAST, EFFICIENT AND LASTING: THE BENEFIT FOR OUR CUSTOMERS.

**Highly efficient:** A rollout project usually ties up a lot of personnel. Enormous operating costs also arise, for example because legacy and new systems run in parallel for a time. Every day a project goes beyond the deadline severely impacts the budget. CPC guarantees you an excellent conceptual design and extremely efficient rollouts. You save resources.

**Major time-savings:** Our project management guarantees your rollout will be fast, reliable and sustainable. Business potential can be tapped more quickly, which in turn increases sales (the more quickly a sales system is in place, the sooner products can be sold). Using the standardized and optimized process, you cut rollout time by up to 70%.

**Lasting:** The conceptual design can be reused for subsequent rollouts, offering you even more potential savings.

**Last but not least, a successful rollout fosters employee acceptance.** Information gaps and lack of knowledge quickly result in frustrated employees. CPC prevents this problem in advance with training, support and professional communication management.

## Our services at a glance:

- **Development of a standard model and the communications concept**
- **Implementation of and training on the standard model and communications concept**
- **Rollout management, nationally and internationally. We also guide the change aspects.**
- **Continued conceptual development of the rollout process (standard model, communications concept) and all tools that were initially defined.**

We offer our customers these services either as a full package or in modules.



**“PROCESS INTRODUCTION IN  
DIFFERENT COUNTRIES  
REQUIRES KEEN SENSITIVITY.”**

Sven-Auke van der Werff, Manager at CPC



# REFERENCE CASE:

## ONE ROLLOUT FOR 18 DIFFERENT COUNTRIES!

**Introducing a new sales process for the dealers of a leading automobile company may not sound like a major challenge – at first.**

This case was different. The new process involved radical changes to automobile sales and the system landscape. The project affected more than 6,000 salespersons in 18 different countries.

What made the situation even more delicate was the fact that past system and process introductions had not – to word it carefully – gone well. **The salespersons were therefore extremely skeptical of any systems or process changes.** Add to that the different legal, procedural and product-related characteristics in the various countries.

The IT system had to be adjusted for each individual case, which required the rollout be sequential. Last but not least, the dealers had to make a substantial investment in a new IT infrastructure. Despite all these challenges, the rollout was voluntary for the dealers.



**The project was exceedingly complex. Acceptance and assuredness had to be fostered to keep the changes from threatening the project's economic success. Moreover the company required development of a generic rollout process that would work in every country.**

**The collaboration with CPC began approximately two years before the scheduled rollout.**

- 1** We partnered with the customer to validate the processes based on the existing rollout plans.
- 2** We then co-developed a standardized implementation package for the various countries and dealers.
- 3** The marketing concept for the rollout was a particular focus. Since the dealers had a choice, raising enthusiasm for the new process was vital. Above all, the preparation of the rollout activities was key to success down the road. It was our expertise in this area that convinced the customer to bring CPC on board.

The standard model proved to be a major plus because it worked the best in all the different markets. Marketing the concept was also a complete success. The dealers were firmly committed to adopting the process.

**“IN THE END THE ROLLOUT PROJECT WAS SO CONVINCING, OUR CUSTOMER EXPANDED ITS SCOPE. THEIR EXPERIENCE WAS SO POSITIVE WE WERE AWARDED THE FOLLOW-ON PROJECT.”**



**You will find further information on [www.cpc-ag.de](http://www.cpc-ag.de)**

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