

6 Recommendations to Ensure a Seamless Transition from Implementation to MAC

Analogies between sports and business are prevalent...and here is another. The motion of a relay race tells us a lot about transitioning a Customer from Implementation to MAC.

- 1 The Right Event:** Track meets typically have many events. The best way to ensure your Customer is watching your event – the relay race – is to make sure it is the only event. This means that having a MAC embedded into your implementation methodology is critical. It's not optional. There is a minimum term prescribed to the Customer – typically six (6) months or longer – and sold alongside the implementation and positioned as THE way to stabilize and enhance the solution as it transitions from 'theoretical' to 'operational'. No more 'blocks of hours' or taxing the support organization. It is highly recommended that all marketing materials that describe the implementation methodology are updated to be inclusive of MAC.
- 2 The Starting Line:** As the implementation begins, and with the MAC pre-sold and future-dated, it is important not to bill the MAC until the go-live date is assured. This avoids the overhead of de-book/re-book motions and keeps the finance team in your good graces.
- 3 And They're Off!** The implementation team should execute their normal methodology, but with the added benefit of having "MAC in Mind". This means that if "nice-to-have" scope is introduced by the Customer, the implementation team now has the lever to pull to park it in a backlog for the MAC team. A MAC is even more essential if the implementation methodology trends toward templated/prescribed, where the MAC can come behind the 'pre-built' solution and shape it to the Customer's specific needs post go-live.
- 4 Runner Two Starts Running:** Before the baton is passed, the second runner starts running as the first runner approaches and before they receive the baton. This same motion shows up in a transition from an implementation team to a MAC team by starting the subscription before the implementation go-live. This gives the inheriting team a front-row seat to the run-up to implementation go-live to drive familiarity with the as-built solution and Customer dynamics, plus affords the ability to capture a backlog of the 'nice-to-haves' and 'loose-ends' that didn't make their way into the final implemented solution. It is critical that the MAC team 'stays in their lane' and does not fulfill tasks on the implementation project plan or work breakdown structure. They are not there as an implementation resource but rather to get a head start on post-production stabilization and enhancement activities.

In this whitepaper, we look at the things you should strongly consider to ensure a seamless transition from an implementation to a MAC Managed Service.

5 **The Hand-Off:** Just as in our race analogy, there is a period where both runners have their hand on the baton. After go-live, which should be clearly defined, it is strongly recommended that there is an established 'Hyper-Care' period—typically one (1) month after go-live—where the implementation team is incrementally transitioning out while the MAC team is transitioning in. During this period, the implementation is completing any in-scope items from the implementation, and the MAC team is beginning to knock out issues from the backlog. By the end of the Hyper-Care period, the MAC team should have the baton firmly in their grasp to allow the implementation to stop running and eventually return to the starting line to run a new race.

6 **Race Management:** It is strongly recommended to have a clearly established checklist that governs the full motion to achieve a successful hand-off from implementation to MAC inclusive of the responsibilities of each team in the process. Just as in our relay race analogy, a successful hand-off requires both teams working together and fully in sync to avoid the dreaded dropped baton, which translates to sub-optimal customer experience. Examples of activities on the check list may include the billing the MAC subscription, assigning MAC resource(s), conducting internal knowledge share, review of project artifacts, and introducing MAC resource(s) to the Customer. This checklist should be revisited frequently to ensure the motion is constantly improved to continuously improve the Customer experience. Done correctly, the entrenched and beloved implementation team can be successfully and gracefully transitioned to the MAC team to begin their long-tail subscription journey with your organization.

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