How to Save Money & Get What You Want

In Your Network

CCi systems®

What is the perfect solution?

High Value Per Dollar Spent. The perfect solution is also one that offers the lowest cost while maintaining the highest value. Cost is not about "being the cheapest". It's about being smart in your choices.

Get What You Want. First and foremost you need to get what you want. But there are many ways to skin the cat. Be cautious of the vendor who "sells" you a specific solution—because then you have no choice on price or future flexibility.

Future Upgrade Flexibility. This is perhaps the most important. Whatever solution you choose, if it cannot adapt to rapidly changing technology then you've spent too much.
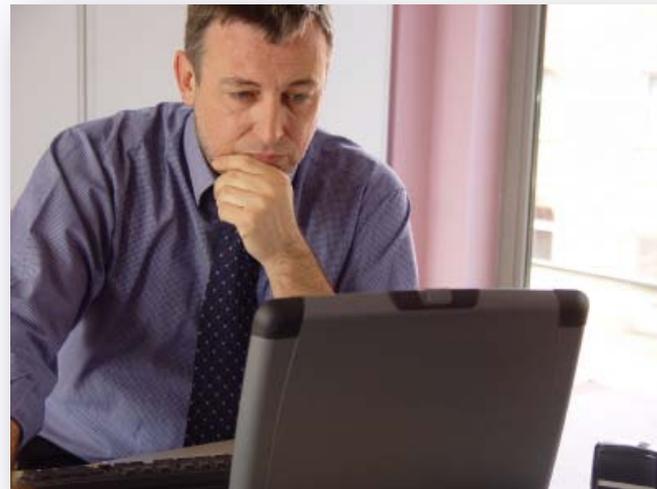
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What do you want?

Defining What You Want. If you don't know what you want, then anything will do. Taking the time to document what you want is critical to getting the perfect solution. Speed? Revenue? Competitive Advantage? Capacity? Customers? Try not to choose a technology or a product, choose a result. Let the engineers figure out how to make it happen.

Establishing Your Priorities. Once you know what you want, prioritize them. No one ever gets everything they want. The trick is getting what you really need.

Must Haves vs. Like to Haves. Finally, segment the things you "must have" vs. those you'd "like to have." When it comes time to make tough decisions, you will have already made them.

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What do you have?

Evaluate Your Headend. It's as simple as knowing precisely what you have and what your system is capable of. Conduct a performance test. Do an asbuilt rack profile and wiring diagram. You won't get sold what you don't need and you'll be sure to get what you do need.

Evaluate Your Outdoor Network. Increased speed and bandwidth are placing new demands on outdoor network infrastructure. Before you invest in an upgrade or a new technology, be sure you know what your fiber, copper or coax networks are capable of.
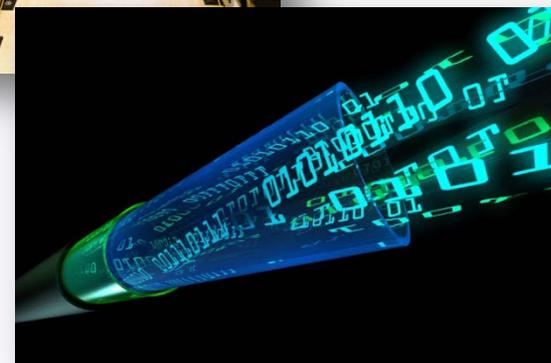
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What are the Technology Issues?

Legacy. Despite the rapid advance to new technology, the truth is many networks are a patchwork of legacy technologies and new technologies. Regardless, they must all work together seamlessly. Before you choose a solution, you need to understand the impact on your legacy technologies.

Upgrade/New. Of course this is the technology you want to add or bring in. What issues do you need to be aware of? What new protocols will be required? Protocol communication is one of the least understood and most common challenges with new technology.

Future. Where is the technology going? Don't trust anyone who says they know. No one has a crystal ball. Be sure you understand the options and choose a solution that will adapt to all of them if needed.

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What's the Minimum? Maximum?

Defining the Extremes. We talked earlier about setting priorities and identifying the "must haves" vs. the "like to haves." This part of planning represents defining the extremes.

The Box. All projects are defined as a box. They have finite boundaries. A definite bottom and a definite ceiling. You need to look at your project in this way. What's the bottom? The minimum? Then what's the ceiling? The absolute maximum? It's not always price that defines these.

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The Optimum Solution

The Engineer's Job. Now it's up to the engineers to create the optimum solution. It must satisfy the primary criteria we defined at the beginning:

1. High Value Per Dollar Spent

2. Get What I Want

3. Future Flexibility

Beware the firm that offers a solution before doing this important front-end work.

To learn more about CCI Systems "Custom Solution Engineering" contact CCI Systems.

"CCI does a really good job on the front end with the planning so when you go to do the project you have a realistic idea of what you really want. Most companies aren't willing to invest that."

Clint Berry
ATMC

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