The Progressive Approach to Technology Adoption

Overview

Can a new technology transform a good business into a great one? Many people tend to think so. When a competitor rolls out this or that shiny new tech, it's hard not to feel envious--and anxious about being outdone. New technologies can delight many customers and address many business problems, but technology adoption choices can never be made lightly—and should never, ever be based on the actions or mission of another business. In this paper, we discuss one prominent technology decision-making methodology that can keep your business off the competitive racetrack to nowhere, and on your individual path to success.

From Good to Great

For his book, *Good to Great*, Jim Collins carefully tracked the performance of 1,435 "good" companies over a span of forty years, examining what it was that made a few of them become "great." In his findings, he includes a set of myths about corporate change. One myth is "The Myth of Technology-Driven Change: [that] the breakthrough that you're looking for can be achieved by using technology to leapfrog the competition."

Collins found that the few companies who became great over the course of his study never chose to "leapfrog" ahead, but instead took a progressive crawl-walk-run approach when it came to technology adoption. They used technology to accelerate their business' momentum, not to create it. They didn't adopt new technology gratuitously, or to create something new; rather, they used it to leverage their current investments, and to improve upon their standing offerings and levels of service.

CRAWL   WALK   RUN

The great companies made technology choices based on their sustainability (walk before you can run) and on how well the technology aligned with their core mission. They did not react to what others were doing, but instead forged their own paths forward. The progression of each business' technology aligned with the progression of the business itself. They crawled, they walked, and then finally, they ran.

Forging Your Path Forward

The crawl-walk-run approach to business decision making is reportedly inspired by a Martin Luther King Jr. quote:

> **"If you can't fly then run, if you can't run then walk, if you can't walk then crawl, but whatever you do you have to keep moving forward."**

For many small-to-medium business owners, you don't need forty years of corporate data analysis to know that crawl-walk-run is a smart technology implementation strategy—all you need is a glance at the yearly IT budget. It's not hard to recognize that a certain technology could alleviate certain pain points, or potentially grow your business. The trick is to pinpoint exactly which technologies can be sustainably integrated into your business—and when. There's no shame in crawling towards success, even if it feels like others are running. It's all part of a progressive strategy that puts your business' individual path towards success first.

The Progressive Technology Adoption Approach and Ecessa

How do Ecessa offerings align with a progressive technology adoption approach? First, Ecessa recognizes no two network architectures are the same because no two organizations have the same goals or are at the same point of growth. We build Ecessa technology with extensive options for customization so that each network administrator can implement the specific features needed to build their dream network for the point they are at. Ecessa products offer progression in terms of bandwidth supported, number of sites connected, sets of features, and purchasing options to suit the needs of start ups all the way through mature enterprises. From the Ecessa Edge to the highest capacity WANworX device, in both physical and virtual instance formats, there's a product to suit any wide area network architecture.

Second, Ecessa doesn't simply ship a product and say, "Good luck." Every customer gets the personal attention of a network engineering team and a proven Guided Deployment Process. The process starts with discovery calls and continues through deployment and feature fine tuning. We gather information about your network, preconfigure units before they ship, guide you through the initial installation and any subsequent installations you want help with.

Third, Ecessa support never ends. As your business grows and your network goals evolve, the support and engineering teams at Ecessa are always available to help you improve your network. When you acquire more bandwidth, you can easily upgrade your Ecessa unit. We know that when you adopt any new technology, you may not be aware of the many things it can do – nor may you need all its bells and whistles at first. Ecessa will help you turn up new features when you want them and trouble shoot network issues you didn't realize were lurking in the shadows. This focused attention is part of the progressive approach Ecessa customers particularly enjoy.

Finally, Ecessa development efforts never rest. Whether it's a new service requested by a client (such as Ecessa Insight+®), new features made possible by advances in Ecessa's internal efforts (such as our Layer 7 Next Generation Firewall) or evolving our offerings to higher capabilities (such as Secure Access Service Edge – SASE), we continuously make our products and services better. We upgrade our hardware platforms with the best performing components, we upgrade our software to deliver more security and features, and we team up with best-in-class partners to leverage their expertise.

Progressive Technology Adoption Use Cases

Sunstone Circuits in Mulino Oregon was the first PCB manufacturer to accept drawings and specifications over the Internet. Sunstone's average response time of 30 minutes for sales orders, change requests, and other communications sets them apart from other PCB manufacturers. Reliable internet access is key to their operations. They initially installed Ecessa PowerLink for automatic failover, to ensure reliable connectivity between offices. As their business grew, they increased their bandwidth and improved network reliability by installing two fiber lines and one broadband link, and they upgraded their single Ecessa PowerLink unit with two PowerLink units in a mirrored hardware failover configuration. They also expanded the Ecessa features they use. In addition to automatic failover, Sunstone now uses PowerLink's firewall and VPN features. Sunstone is able to handle heavy traffic loads and is confident of their ability to implement new online services as needed.

PARDA Federal Credit Union has ten locations in several states. Anthony Steffens, Chief Information Officer at PARDA, needed to upgrade the credit union's network to take advantage of advanced software-defined wide area network (SD-WAN) functionality. Steffens spoke with the Ecessa sales and engineering teams to find out what the WANworX solution would and would not do. Through discovery conversations, Ecessa also learned about his network goals. Steffens filled out pre-configuration worksheets, which included all the information needed to configure and deploy the units. Based on the worksheets and in collaboration with Steffens, Ecessa's engineers created a plan for deployment that included network diagrams, configuration files and a schedule. "We had good, quick, intelligent conversations with Ecessa," said Steffens. "Based on that, installing the units was straightforward." Ecessa helped Steffens deploy the first two sites. Because of the initial planning and training work PARDA did with Ecessa, the PARDA team was able to deploy the remaining units on their own.

Admiral Beverage Company, a leading bottler of Pepsi and other major brands with 35 locations spread over several states, used to run their operations on a 1.5 MB connection at HQ and whatever bandwidth was available at their rural locations. As a manufacturer and distributor, its locations were not selected based on broadband signal strength, but rather access to a freeway. Jim Hill, Director of IT at Admiral Beverage, realized their wide area network connections and equipment were holding the company back. It was time to progress to the next level and upgrade outdated equipment, combine geographically available telecommunication links to increase Admiral Beverage's bandwidth, make them perform well, ensure data security and add redundancy. They also needed to keep business operating at its best at a fair price, using equipment compatible with Admiral Beverage's existing devices. A wholesale rip-and-replace approach was not going to work for the company. Ecessa met all of Hill's goals, including compatibility, at the price point he needed.

Fast forward to 2020. If ever there was a reason to "run," it was the global pandemic. It created intense, immediate requirements to upshift remote access and security technologies. According to Curt Christoffersen, IT Manager at Admiral Beverage, "Having [WANworX] devices in place allowed us to quickly ramp up our ability to work from home when quarantines and other pandemic mandates required our users to stay away from their offices. We were able to set up user VPN tunnels quickly and efficiently, using standard Microsoft built-in clients, allowing our users to access internal resources such as file shares and printers from remote locations as seamlessly as they could from their desks."

ECESSA EDGE.

Ecessa Edge® is the most cost effective small business solution for Internet failover and load balancing.

Many small businesses suffer service outages when their internet goes down. With a majority of business-critical applications housed in the cloud or delivered as virtual desktop solutions, they simply cannot afford to run on glitchy connections or, worse yet, succumb to an outage. Ecessa Edge supports up to three ISP connections and provides your network with automatic failover, outbound intelligent load balancing, a built-in firewall and Quality of Service (QoS) rules to optimize voice call reliability for your business. Best of all: it's affordable, and easy to install and maintain.

With Ecessa Edge in place, if you are using a cloud-based ERP or POS system and the primary Internet connection fails, you'll never know. Automatic failover has you covered.

As your business grows to include more locations covering a regional, nation or even global geography, you'll need to implement a more robust wide area network. You'll likely need more bandwidth to handle more data transactions, communication and team collaboration. And you'll progress to a more powerful Ecessa technology.

PowerLink

Ecessa PowerLink® keeps your business network up and running with automatic failover between WAN connections, load balancing and traffic shaping.

Ecessa PowerLink provides your network with automatic failover, quality of service and traffic shaping, link congestion management, link load balancing and inbound services, built-in VPN support and a built-in firewall. It supports up to 25 ISP connections and bandwidth up to 20 Gbps.

With Ecessa PowerLink in place, you benefit from top-of-the-line secure, intelligent load balancing and automatic inbound and outbound failover technology. Your network communication is seamless and in the event of an outage, you are covered. The addition of virtual private network (VPN) technology provides greater security.

You may reach a point where your business needs additional traffic routing options using a robust software-defined wide area network (SD-WAN). An upgrade to Ecessa WANworX® is the next step in your progression.

WANworX

SD-WAN Powered by Ecessa

Ecessa WANworX® offers a full SD-WAN solution, complete with multiple traffic routing options, superior application performance, optional packet duplication, and Never Down® performance.

Ecessa WANworX provides your network with superior application performance, consistent and reliable Cloud access, flexible SD-WAN architecture, agile bandwidth usage and seamless uptime. WANworX provides Never Down network performance in a manageable, reliable, scalable and cost-effective package.

With Ecessa WANworX in place, you can rest easy knowing that no order, transaction, website visit, Cloud application, guest Wi-Fi experience, email or call—internally or externally—will ever be interrupted by a network outage.

Summary

The proven success of the progressive technology adoption methodology inspired the model for Ecessa's products and services. By offering a scalable range of both physical and virtual solutions that allow customers of all sizes and industries to take the crawl-walk-run approach to SD-WAN at their own desired pace, Ecessa provides every business—at every evolutionary stage and IT budget—with a smart, sustainable path forward toward a wider, more perfect network. There's a solution for everyone:

- Ecessa Edge introduces your network to load balancing and in-call failover.
- Ecessa PowerLink bundles multiple WAN lines and adds VPN and SIP functionality to your network.
- Ecessa WANworX offers a full SD-WAN solution with a Never Down environment.

With Ecessa's range of scalable, sustainable solutions, your network evolves with you. Learn more at www.ecesssa.com.

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