

# Telecommunications Professional Services

Implementation and Managed Field Services



# Advisor: Frequently Asked Questions

## Q: What services are being offered?

A: We are launching Implementation as a Service and Managed Field Services. Implementation services encompasses project management, provider scheduling, real-time updates, and liaison between the provider and client.

Managed Field Services involves coordinating local technicians for device staging, configuration, deployment, on-site support, site assessments, cabling, rack and stack, and network installation.

## Q: What is the difference between Implementation Services and Field Services?

A: *Implementation Services* focuses on the comprehensive management of the project, which may include coordinating field services. *Field Services* refers specifically to the on-site technical tasks, such as device staging, structured cabling, and network installation.

## Q: What do I, as an Advisor, get out of this?

A: For advisors that want to offer value added services to their customers to help differentiate their competitive positioning and actually get paid by appdirect commission for doing so! AppDirect will assign a dedicated Client Implementation Manager (CIM) to manage the project from initiation to completion. The CIM will coordinate with providers, including scheduling and managing field services. This offloads day-to-day project management, allowing Advisors to concentrate on business development.

In addition, AppDirect can also augment your own back office staff at times when you have increased demand on capacity or have tight time crunches with your customers. This will also enable you to invest in sales and marketing resources that drive business instead of investing in back office project managers.

## Q: What experience and resources does AppDirect to support the channel with implementation services

A: Appdirect has a dedicated team of over 30 tenured people who have been providing these services for years. It is all that they do.

## Q: What level of technical expertise is required from my team?

A: AppDirect's team provides the necessary technical and project management expertise. Advisors need only provide the details of what has been sold, and AppDirect will coordinate with the end-user client to schedule implementations at all locations.

## Q: What is the benefit to my client?

A: Your clients benefit by not having to manage these complex projects day-to-day, potentially with multiple providers and resources. As a result clients resources will be free up to focus on new projects that help support their business goals.

## Q: How is the pricing determined?

A: Pricing requires a quote request. AppDirect will assist in defining the project scope and provide an estimate based on the estimated hours required.

## Q: How do I order these services?

A: Initiate the process through the AppDirect marketplace. AppDirect's team will guide you through the subsequent steps.

## Q: How do I get paid?

A: We handle end-user invoicing to the client and pay a commission to you, the advisor when the invoiced is settled.

## Q: Can I do this order by order?

A: Yes!

## Q: What types of projects can I do?

A: You can do telecommunications implementation projects related to the physical infrastructure at customer locations related to connectivity and on site physical equipment including SD-WAN deployments.

## Q: Are there specific geographic or service area restrictions?

A: There are no geographic restrictions for *Implementation Services*. However, for *Field Services*, limitations exist outside the United States and Canada, depending on job type and location. These limitations are subject to change. Please consult your Product Sales Specialist (PSS) or Account Manager for details on specific requests.

## Q: What are the typical project timelines?

A: Project timelines are dependent on providers and number of locations. We will work with the end user on the timelines for each location of their project.

## Q: What reporting or documentation is provided throughout the project?

A: The Client Implementation Manager (CIM) will provide regular project updates and participate in weekly or bi-weekly calls with the end-user client, based on the client's preference.

**Q: Does this include software and cloud support?**

A: No. These are separate/complimentary services that can also be acquired from AppDirect but fall outside the scope of these specific services. Please work with your PSS or Account manager to learn more about these services.

**Q: Who is responsible for customer contracts?**

A: Appdirect care of all Master Service agreements and SOWs with the customer. The customer will be expected to sign our MSA agreement.

**Q: What is an MSA?**

A: An MSA is a Master Services Agreement that governs all projects contracted with AppDirect.

**Q: What is an SOW, and do I get a copy?**

A: An SOW is a Statement of Work per project (typically governed by the MSA) that defines the cost. You will receive a copy.

**Q: What is the process for escalating issues or disputes?**

A: The Client Implementation Manager (CIM) will proactively manage project timelines with the provider. For escalations beyond the CIM level, please coordinate with the assigned CIM and their manager.

**Q: Is this service only available for purchase via the AppDirect marketplace?**

A: Yes.