

A complete guide to do software rollouts not just well but exceptionally well

**'HOW TO BE A SOFTWARE ROLLOUT ROCK STAR'
the book by Inese Kapeniece**

**May 2014
ISBN: 978-09929030-0-8
258 pages, £22.99 / \$37.99
www.IneseKapeniece.com**

PRESS KIT



Introducing

INESE KAPENIECE

Author of
How to Be a Software Rollout Rock Star

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INESE KAPENIECE

BIOGRAPHY

Inese is the author of the book 'How to Be a Software Rollout Rock Star' and the founder of the Software Rollout Academy. Inese helps companies achieve their goals and visions by managing their software rollouts successfully.

Inese has been passionate about software rollout management since the first time she had an opportunity to do it. She has been

lucky enough to have had very experienced colleagues mentoring her in her work and she has continuously studied and researched change management and business management literature as well as getting lots of actual hands on experience. Right from the very first rollout she managed she started to build a framework that captured exactly what needs to be done to manage a software rollout exceptionally well and to become a Software Rollout Rock Star.

As there is hardly any literature or education available on software rollouts and she wants to help other people and companies to learn how to manage software rollouts exceptionally well she decided to write a book and share her 5 step framework on how to do rollouts successfully to help everyone who is starting out in the rollout management area for the first time and for anyone who would like to supplement their knowledge.

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FOR IMMEDIATE RELEASE

Recently Released Book Teaching Sought-After Software Rollout Success Strategies

Professionals and businesses wishing to introduce a new software solution often face several pitfalls. Software is implemented, but then a few things occur - either the software is not used, or the software is not used to its full potential. One new book helps businesses ensure that their software investment and implementation is smoothly put in place by introducing the concept of rolling out new software.

There is little information to be found about companies conducting software rollouts, which makes this book a solid resource for any company seeking to implement a new software solution. *How to Be a Software Rollout Rock Star* was written by Inese Kapeniece, an IT consultant who specializes in end to end software implementation and rollout project management. Regarding software rollout management, a tough area to research due to lack of information, Kapeniece says, "The software rollout is the turning point that brings to life software, processes, and practices that have been designed and implemented by the extensive effort of many people to fulfill the strategic vision of a company."

With little information available for strategic software rollout management, the topic can be tough to tackle. Harnessed with her MBA, mentor advice, hands-on experience, and massive research in areas such as change management and business management, Kapeniece used her extensive experiential knowledge to create the five-step framework for software rollouts that is detailed in *How to Be a Software Rollout Rock Star*. Kapeniece has received high praise about her software rollout strategy. One recent client said, "Inese was the program manager for the global software project where I was the delivery manager. The implementation and especially the roll-out management and organization were outstanding. She was deeply committed and made things happen by being always positive, innovative, and finding solutions to problems when they arose to ensure the best outcome."

How to Be a Software Rollout Rock Star encompasses Kapeniece's passion and energy towards the area of strategic software rollout. In her five-step rollout formula, Kapeniece teaches readers how to effectively manage software rollouts. "When I started my first rollout, I noticed that there were hardly any education materials available on software rollouts. Luckily, I had several experienced mentors who helped me, and then, at the same time, I did massive research on change management and business management literature and learned from my Bachelor and MBA studies. I know that not everyone can have a mentor and not everyone has time to do extensive research," Kapeniece said about her motivation for writing *How to Be a Software Rollout Rock Star*.

In each of the five sections within *How to Be a Software Rollout Rock Star*, readers learn about prime principals of rollout management. Within the first section, readers receive foundational knowledge in organizational elements such as leadership, existing processes, structure, and culture. The second step teaches readers how to involve stakeholders in the rollout decision making phase, including tips for keeping the audience committed and accountable during the software rollout. In the third section of *How to Be a Software Rollout Rock Star*, readers learn how to manage dependencies between software implementation and software rollout. Then, in the fourth step of the framework, Kapeniece discusses specific components of software rollout management. Lastly, in the fifth section, *How to Be a Software Rollout Rock Star* teaches readers about sharpening the skills needed for successful software rollout.

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Continued....

How to Be a Software Rollout Rock Star has received amazing feedback, as it is one of the first full-scale references available for software rollout management. Readers are enjoying the book's easy-to-read format, simplicity in detailing the precise framework needed for successful software rollout, and the book's broad look at the overall impact of software rollout on the entire company.

Contact

Inese Kapeniece

Author, IT consultant, and Software Rollout Academy founder Inese Kapeniece uses her extensive expertise in software implementation, rollouts, and maintenance, to coach companies in the area of successful software rollout implementation.

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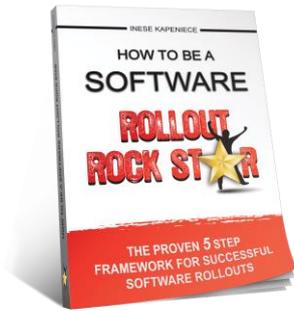
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HOW TO BE A SOFTWARE ROLLOUT ROCK STAR

BOOK SUMMARY

A complete guide to do software rollouts not just well but exceptionally well

HOW TO BE A SOFTWARE ROLLOUT ROCK STAR

By Inese Kapeniece

ISBN: 978-09929030-0-8

Short Summary

How to Be a Software Rollout Rock Star describes the framework of 5 proven steps to deliver software rollouts successfully. The 5 step framework consists of these five steps: understanding and taking into account the organizational environment, involving the target audience and stakeholders in the decision making, understanding and managing the dependencies between the software implementation and rollout phases, managing the software rollout and developing the skills required for a software rollout team.

Extended Summary

How to Be a Software Rollout Rock Star describes the framework of 5 proven steps to deliver software rollouts successfully. It describes the challenges that many companies face related to software rollouts and why a software rollout is the TURNING POINT that brings the desired business impact to reality.

The book and the framework describe the 5 steps that are essential for a successful software rollout:

1. Understanding how the organizational environment impacts a rollout and how to take it into account
2. Understanding how the original decision making to implement software impacts the rollout and involving the right stakeholders in the right ways in the original decision making
3. Understanding how the software implementation process impacts the rollout and managing it in the most supportive way towards the rollout
4. Managing the rollout
 - Setting the vision and creating a plan how to achieve it
 - Piloting
 - Rolling out the software by creating and following an effective management structure, mastering communication, training, support and follow up

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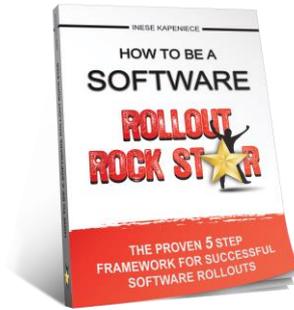
- Handing over the rollout to business as usual

5. Developing the skills that are necessary to manage software rollouts exceptionally well and becoming a Software Rollout Rock Star.

The author of the book believes that doing what the framework suggests exceptionally well can make the reader 'a software rollout rock star'.

Learn more at www.inesekapeniece.com

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HOW TO BE A SOFTWARE ROLLOUT ROCK STAR

CHAPTER TITLES AND SUMMARIES

Section 1: 'Step 1 – Understand and Manage the Impact of Organizational Environment' – Understanding and taking into account organizational environment is the first step that you should master to be a Software Rollout Rock Star. There are 5 sub sections describing the key organizational elements that you should understand and take into account to deliver a software rollout successfully:

- Culture
- Structure
- Existing processes
- Other change projects
- Leadership

Section 2: 'Step 2 – Involve the Right Stakeholders in the Right Way in the Rollout Decision Making Process' describes the second step of the framework. Often the software rollout manager is assigned to the task right before the software rollout should start. However the process of how the software and related changes have been prepared for the rollout will have a massive impact on the rollout. In this section the author looks at how the original decision making to roll out the software influences the rollout. How this process is handled will determine:

- The accuracy of the input data that is used as a basis for the decision making
- Whether the target audience take accountability and ownership for the decision
- The target audience's commitment in the rollout phase

This will determine whether the decision to do the rollout was a good decision for the organization and how much effort it takes to do the rollout. In this section the author also describes how the original decision to implement and roll out the software and related changes should be done in order to support the rollout.

Section 3: 'Step 3 – Understand and Manage Implementation and Rollout Dependencies' describes the third step of the framework. The software implementation process delivers the software to be rolled out and therefore it has an enormous and essential impact on the rollout. To be a Software Rollout Rock Star you should know what the dependencies are between the software implementation and the rollout. You should know how to benefit from the good news and how to handle problems. This section describes how the software implementation impacts the software rollout and how to work hand in hand with the implementation team in order to have a successful rollout.

Section 4: 'Step 4 – Manage the Software Rollout Process' – describes the fourth step of the framework which is the core part of it and shows how the rollout should be managed. This part is divided into the four following steps that follow each other in the order they are presented:

- Vision and plan
- Pilot

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- Rollout
- Hand over to business as usual

The author guides the reader in more detail as to what should be done in each of these steps to show how to do a software rollout exceptionally well.

Section 5: ‘Step 5 – Develop the Skills to Roll Out Software Successfully’ – This is the last section and it describes what skills the rollout manager and their team should possess and develop to become a Software Rollout Rock Star. It describes 9 key skills that a rollout manager and team should have to manage a software rollout exceptionally well.

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INESE KAPENIECE

A CONVERSATION WITH THE AUTHOR

1. Why did you decide to write the book?

First, I believe we all should share our knowledge, if we believe that it will help others. I believe that we are meant to share our knowledge with the others to help each other. Second, we can develop the knowledge and make best practices for a certain subject only if we work on them together by sharing what we have

learned and then together trying to improve it. And third, when I started my first rollout I noticed that there were hardly any education materials available on software rollouts. Luckily I had several experienced mentors who helped me and then at the same time I did massive research on change management and business management literature and learned from my Bachelor and MBA studies. But I know that not everyone can have a mentor and not everyone has time to do an extensive research. So as there are still hardly any education materials on software rollouts available and making mistakes is so costly I decided to share my knowledge with people who want to learn how to deliver rollouts successfully. A book is a great way to share knowledge with many people and I can easily make it available for everyone who is interested in learning how to deliver software rollouts successfully. That is why I decided to write the book.

2. The framework includes five steps and one of the first steps is the original decision making to implement and roll out the software. What if the rollout manager is involved only when the decision is already made?

That is right and it's quite typical that a software rollout manager is involved after the original decision is made already. In fact often the rollout project manager is involved only after the implementation is already completed. In these cases the result depends on how effectively the first steps have been done. Even if there have been mistakes often it may be possible to succeed but mistakes will mean that more effort will need to be spent in later phases.

3. Your book is called 'How to Be a Software Rollout Rock Star'. Can reading a book really make people that excellent at work that they could become rock stars at what they do?

Just reading the book will not improve anyone's work. What makes the real improvement is implementing the learned practices into their daily work. So it is essential that once people learn what they have read that they actually use the knowledge. That will bring successful results and will make them rock stars. In addition some of the tasks of a rollout manager or a team member require more practice than others before the reader can become a software rollout rock star because a rollout requires, for instance, good leadership, negotiation and persuasion skills and depending on how good the reader is already at those, becoming a rock star will require more or less effort and time. So reading the book and implementing what it says can make the reader a software rollout rock star.

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4. Now that you have written the book what are the next steps you are working on to help companies with rolling out software?

I want to help and share my knowledge with as many people as possible so I will share my knowledge also online through the Software Rollout Academy. Also I will teach university students as a guest lecturer and will speak in companies as a guest speaker. I'll also continue my work as a consultant - project manager for software implementation and rollout projects. I'll publish blog posts of best practices for software rollouts in my website: www.inesekapeniece.com.

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PRAISE FOR INESE'S WORK

Inese was the program manager for a global software project where I was the delivery manager. The implementation and especially the roll-out management and organization were outstanding. She was deeply committed and made things happen by being always positive, innovative and finding solutions to problems when they arose to ensure the best outcome.

- **Eija Viljanen, Tieto**

Inese is very professional - she is goal-oriented, trustworthy and hardworking which on top of her exceptional management knowledge and polished communication skills makes her ideal choice for challenging projects with intensive work schedule. However, what makes her really outstanding is her genuine care about her team and team-member development.

I consider being very lucky to have had the chance to work with Inese and learn from her.

- **Līga Sadoviča, Next Level SIA**

I worked with Inese when building the worldwide organization for global Rollout in Tieto. Having Inese by my side as a highly skilled and determined project manager was absolutely pivotal to the success of the projects we ran. Inese has shown a deep understanding of the complex nature of change management projects as well as the personality and communication skills to manage all the human interactions that come with it. Being self motivated and strong in hands-on tasks she is a person one can trust and rely on. She uses her analytic skills for permanently optimizing the progress rate and at the same time keeps an eagle's eye on upcoming risks. As a result she delivers in time and on budget with an astonishing track record. I can clearly state that working with Inese was a great experience and created top of the line results.

- **Bernhard Geist, Compello AS**

See more on what people say about working with Inese in www.linkedin.com/in/inesekapeniece

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Published May 2014

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