

CASE STUDY



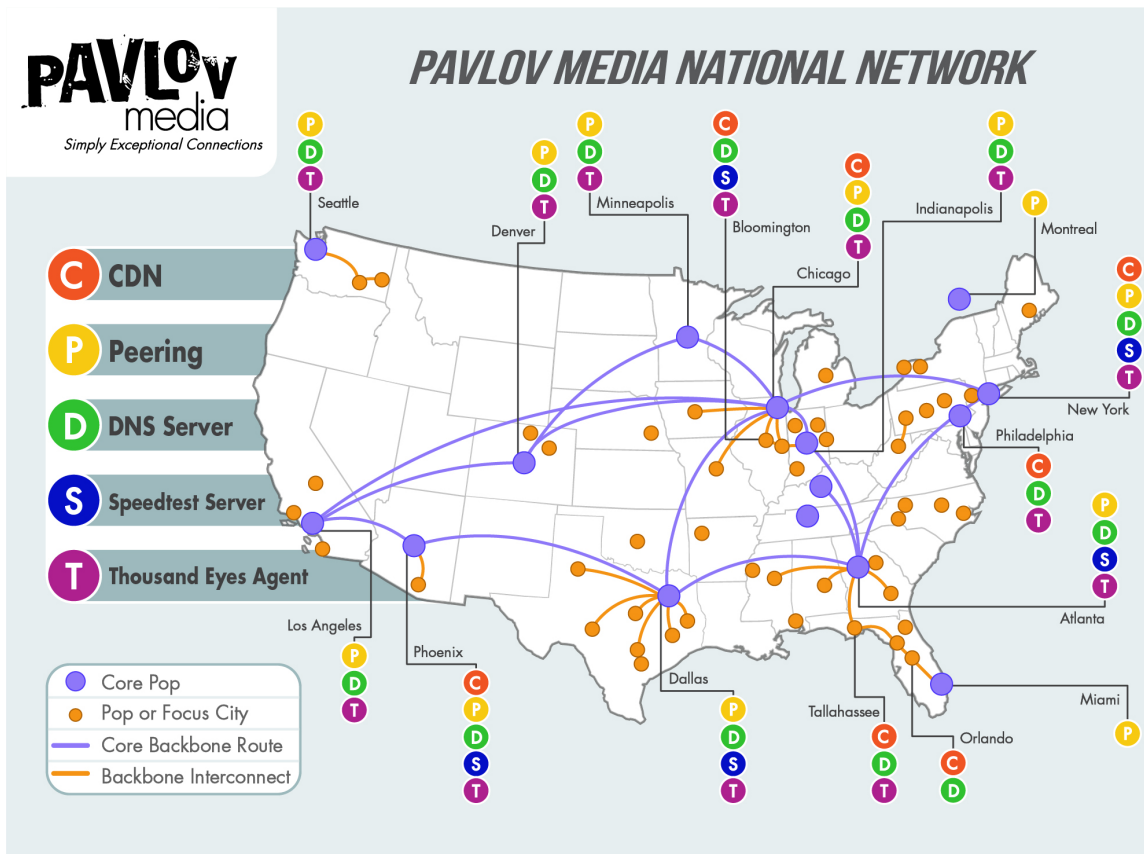
Pavlov Media Replaces Microsoft Dynamics with Odoo ERP and OpenFSM

Improves new project management, product delivery, customer service and more



Simply exceptional connections nationwide

Pavlov Media builds great networks that bring people together. Since 1990, the company – led by founder and CEO Mark Scifres – has been wiring multi-dwelling unit (MDU) households, apartments, dormitories and fraternity houses. Scifres started with a vision that off-campus housing should be connected via networks during a time before the ubiquitous adoption of both the web and connected mobile devices. Today, Pavlov Media is the nation’s largest private provider of internet and video services to off-campus student housing. The company’s business constantly expands on a national fiber-optic backbone that connects hundreds of MDU communities in more than 40 states.



Pavlov Media specializes in private networks designed, constructed and operated by a team of dedicated professionals. The company adds value to properties and businesses by delivering products that enhance customer satisfaction and protect assets. And it continues to expand its robust network while discovering new ways to bring customers “simply exceptional connections nationwide.”

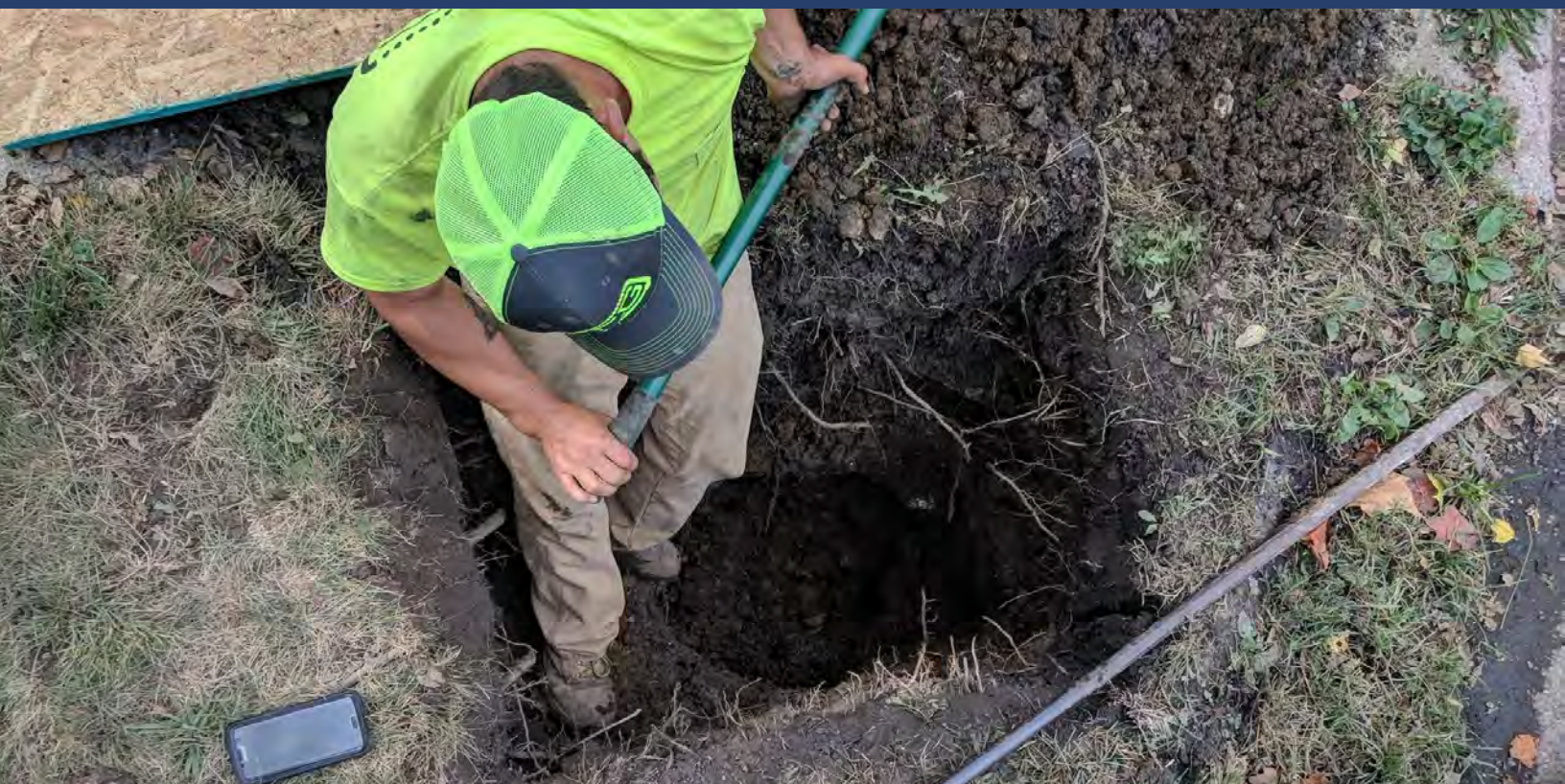
Business growth led to more construction projects, which required greater field service management (FSM) and tighter integration of business systems between departments and separate business entities. Pavlov Media needed a replacement for their Microsoft Dynamics system.

“We needed to better manage field service operations,” explains Sarah Gossett, Vice President, Informatics and Logistics at Pavlov Media. “Additionally, the CEO’s vision is to have a single system that takes you from the beginning of the sales process all the way to accounting.”

“ One of the best things about Odoo is that it is customizable.... My team takes a holistic view of the organization and how to integrate tools and functionality into one system without being a detriment to other departments. ”

SARAH GOSSETT

VICE PRESIDENT, INFORMATICS AND LOGISTICS, PAVLOV MEDIA



Situation

Pavlov Media faced explosive demand from its ever-growing customer base, leading to an increase in more complex construction projects that require generating quotes, permitting, installers and much more. Pavlov Media and its field services teams manage installations, construction and services at thousands of locations from coast to coast and as far south as Texas and Florida to as far north as Canada.

Pavlov Media wanted to consolidate functions such as accounting, inventory, warehouse and most importantly, FSM. They needed to replace previously disparate applications, including Microsoft Dynamics GP for accounting, Microsoft CRM, homegrown internal systems for deliveries, leasing and other processes. This type of integration would help with both new construction projects as well as installing hardware and managing services for customers. Through seamless management of operations, they wanted to ensure that new customers are delighted by the onboarding experience.

Pavlov Media's leadership team recognized that by replacing disjointed systems, they could scale faster, make changes quickly to serve customers and support increased construction projects for new buildings and organize infrastructure, installation of fiber optic cable, routers and switches.

They wanted to prioritize field services construction, new customer installation and service maintenance and repair. They also wanted to expand their implementation to other departments such as finance, warehouse and accounting to enable visibility into projects and improve processes like inventory setup and costing, resource allocation and much more.

And as part of the overall implementation, Pavlov Media leveraged OSI's experience in integration and business process best practices.



Approach

The organization reached out to OSI because of its interest in innovative ERP solutions. Specifically, Pavlov Media was interested in an open source approach because they had already successfully used it and valued its flexibility and freedom to meet their unique business needs. They understood that large, rigid proprietary software would not provide the value they wanted.

With the recommendation of OSI, the two companies embarked on a phased approach where they would begin with an initial phase 1 that was simple in scope, with the goal of demonstrating ROI in 4-6 months. They would then start with phase 2 and phase 3 over the next 18-24 months.

Pavlov selected Odoo open source ERP software because it had the power to seamlessly manage and integrate multiple companies and back-office functions.



By bringing together representatives from many departments, including the CEO, to provide the vision and direction, a holistic approach could be taken to discover and plan. This would eventually lead to a comprehensive strategy of deploying powerful field service capabilities connected to the enterprise open source ERP system, which would integrate many lines of business and departments.

“The core function of our business involves field service and the operations of fiber optic networks,” says Gossett. “This includes turning on fiber service, deploying networking materials in the field, managing work orders and providing support services. Odoo has allowed us to do that because it’s so flexible and customizable.”





In partnership, OSI employs a four-step integration process.



Analyze

OSI performed multiple workshops to assess Pavlov Media's organizational needs, including individual departments and teams. This facilitated focused conversations around project goals, roles, objectives, processes and metrics for success.



Optimize

OSI partnered with Pavlov Media to adjust for process efficiencies and integrated workflows, as well as addressing functional deviations. This included accounting, purchasing, logistics and more.



Automate

Streamlined and digitized critical processes related to FSM, including highly repetitive jobs. Pavlov Media developed and published 20 FSM modules to the OCA and the community.



Transition

OSI provided extensive technical and business process resources, which included helping Pavlov Media department leadership and staff with change management best practices to accelerate adopting the new system.

“What we’re trying to do is fairly unique. That’s how we ended up developing a field service module; it was developed for Pavlov Media and how we operate. And that’s the nucleus of our Odoo ecosystem.”

SARAH GOSSETT
VICE PRESIDENT, INFORMATICS AND LOGISTICS, PAVLOV MEDIA

Process

Pavlov Media and OSI outlined an enterprise approach to FSM that leverages Odoo's open source ERP software as the backbone. OSI tackled the challenge of data modeling issues that needed to be resolved, including how to address hierarchal locations and tracking different variables involved in providing bundled services, which is a Pavlov Media core competency.

In addition, services and accounting are a core requirement. Pavlov Media manages several companies, some of which operate as separate legal entities yet interact and perform business transactions together. This makes managing accounts very difficult. They needed a single enterprise ERP that worked across companies to collectively push services to an endpoint, the customer. Pavlov Media also manages a large data center in Champaign, Ill., offering different services across companies, but billing customers with one statement.

OSI worked with Pavlov Media to develop a multi-company setup in Odoo. By incorporating the Odoo Operating Units (OU) module, the company streamlined operations, including inter-OU sales and purchase processes. They can automate processes to better define products and services and understand costs. The setup leads to well-defined products from each OU (or business unit or department), including an understanding of associated material and labor costs.

For the FSM capabilities, a combination of Odoo customization and integration of modules help manage a host of processes such as:

- + Vehicle tracking
- + Scheduling and dispatch
- + Monitoring material and assets across the nation

“ With OSI’s help, we are developing an inter-organization purchase and sales order process so we can automate the flow of material and services that comprise the network and media solutions we sell. The net result is to create a scalable, sustainable organization that potential investors will find attractive. ”

SARAH GOSSETT
VICE PRESIDENT, INFORMATICS AND LOGISTICS, PAVLOV MEDIA

Results

Pavlov Media successfully completed its first phases of the Odoo open source implementation for several reasons including its CEO's vision, senior leadership, internal staff and in-house technical expertise.

The Odoo implementation provides end-to-end integration and improvement across departments and use cases, including accounting, purchasing, logistics, billing, customer response and more. It enables seamless visibility across the organization while improving multiple workflows. Sales can better track leads and opportunities and provide quotes; contract management vendors and customers are better managed; support is improved; there is tighter integration between sales and engineering; and more.

The improved business processes yield several benefits. For every aspect of the business, time-savings occur through the automation and streamlining of ordering, manufacturing and inventory processes. Easy access to information helps staff provide low-cost licensing and costs of operation. At the cornerstone of the implementation, the FSM modules improve the tracking and tracing of items, price and revenue. Timely, accurate and complete KPIs, such as on-time performance of service calls or parts and equipment usage, help decision makers ensure the organization performs well.

From the outset, a critical project goal involved leveraging the open source community as a resource for continued investment and refinement. By publishing the 20 FSM modules developed by OSI and Pavlov Media in OCA, the open source community can continue contributing and reducing the cost for upgrades.

Benefits:

- + Operational insight and efficiency
- + Efficient and sustainable use of resources
- + Optimized field service assignment and scheduling
- + Accurate billing, management of billing exceptions
- + Improved customer response time and scheduling

Future Plans

Pavlov Media has multiple projects planned for future implementation. It will leverage Odoo for tracking bandwidth buying and selling. Further integration of the FSM mobile map will provide real-time tracking of the mobile workforce, which will include a rolling inventory of trucks. This will enhance scheduling and routing to minimize costs and help with rapid responses to high priority or emergency tickets.

“ Odoo’s flexibility makes it the ideal choice for Pavlov Media because it can evolve as dynamically as the organization does. The sky is really the limit in terms of process integration within Odoo. This is crucial in our quest to be a nimble and competitive telecom services provider. ”

SARAH GOSSETT

VICE PRESIDENT, INFORMATICS AND LOGISTICS, PAVLOV MEDIA




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