



BESTPATH

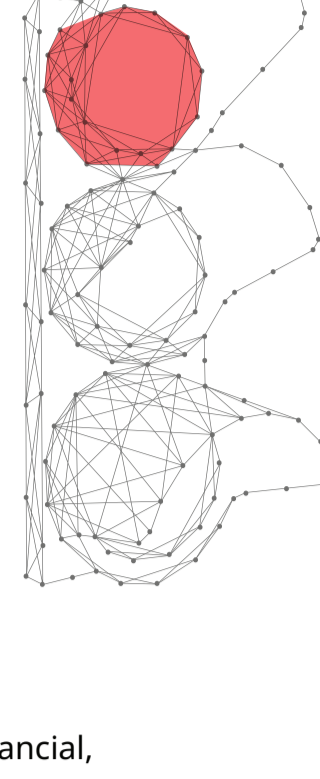
How to get your C-suite enthusiastic for automation

5 steps to getting your project greenlit



In many ways, network automation should be no different from any other IT project. But in reality it is different, **very** different, due to how overwhelming it can be to balance the potential fallout from failures with the lack of confidence that comes with a lack of visibility.

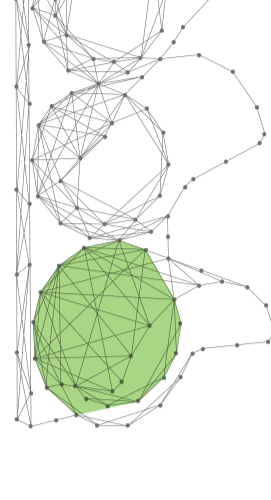
We know your network sits at the heart of your business, however, it is often only viewed as a means of connectivity to the systems and applications the wider business focuses on. As a result, the network teams are forced to try to meet the expectations for agility and flexibility imposed by stakeholders focused only on their own priorities, and must balance these whilst making fundamental, potentially large-scale changes.



Getting it wrong often comes with financial, reputational, and business risks. Which is why it may feel safer to stay with the status quo—particularly for the C-suite, who must justify funding decisions to investors and other stakeholders.

BUT..

Choosing to stick with the status quo isn't an option. Network teams either adapt or a decision maker will find their own alternative and demand you accommodate their needs without a consideration for the wider strategy.



Fear of getting it wrong could turn into FOMO—the wrong sort of fear for any business!

Here are 5 steps to getting your automation project greenlit by your C-suite:

1. Don't do nothing

Doing nothing is essentially like making things worse. Inaction has the potential for huge financial and reputational costs and could risk the long-term future of the business.

You need to do something and make sure that something makes life easier for the C-Suite to get them on board.

Making time now for your automation project will free up more time in the future by reducing repetitive, low value tasks.

It's ALWAYS the 'wrong time' - there's always 'something else' going on!

Nicholas Bridgeman, Managing Director, BestPath



2. Re-focus your mindset

It's easy to make excuses to avoid tackling something challenging. But fear and excitement are similar emotions - embrace the excitement and think about the positive changes you'll be able to enact when you implement effective automations.

Remove fear from the equation. Uncover your passion for automation instead!

3. Align with corporate strategy

Make sure your automation outcomes empower strategic goals. The C-suite needs to understand the connection between your network automation objectives and how they will help achieve corporate objectives.

- Prioritise outcomes according to your company's strategic direction

- Make sure each of your priorities is realistic and include them in your day to day network operations

For advice on how you can empower your corporate strategy with automation, give us a call!

Be proactive. Waiting until tech is end-of-life and **must be replaced forces your hand and reduces the options you could've had with a strategically planned automation solution.**

Bonus: the data you collect to demonstrate the efficiencies and cost savings of your automation project can be used to support future appeals to the C-suite for funding.

4. Quantify the value of automation

It's not easy to quantify the impact of IT changes until they've been implemented. Which means very few companies are asking the right questions or tracking the right metrics to define success.

Estimating the benefits of an automation project is not an exact science, but encouraging a culture of thinking about KPIs will help you understand what's going on with your infrastructure and make predictions about the impact it's likely to have.

Remember: automation is not 'all or nothing'—you can start small and expand across the business as your team's expertise grows.

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5. Think about what comes next

Technology doesn't stand still. When a project is 'finished', it's not actually the end. Just as your business continues to progress and evolve, so should your automation journey.

If you can communicate to your C-suite that your automation project is a necessary step in a future-focused strategy, it will **give them more confidence in your longer-term vision** for how IT will support the company moving forwards.

You should never try and achieve something without having something else on the table—where you're going next.

James Williamson, Managing Director, BestPath

Five steps to getting your automation project greenlit:

1. Don't do nothing
2. Re-focus your mindset
3. Align with corporate strategy
4. Quantify the value of automation
5. Think about what comes next

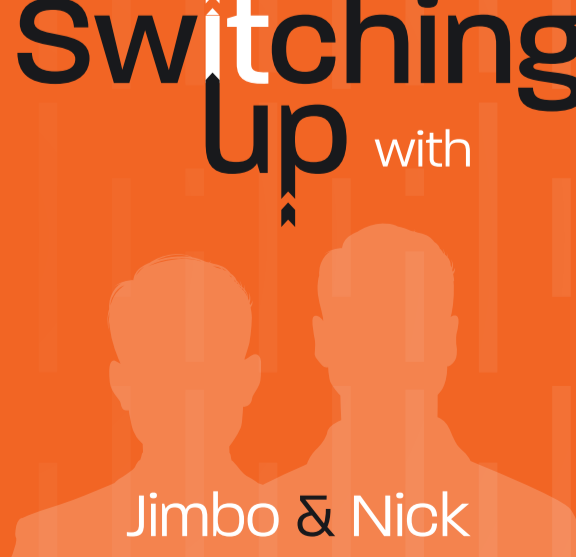
[Find Out More](#)

To hear some of the ways we've helped businesses use network automation in practice, give us a call.

Hear us discuss this topic and other key networking trends in our podcast.



Jimbo & Nick



BESTPATH

We're BestPath. The unsung heroes, working quietly and competently behind the scenes to inspire and empower our clients. Combining curiosity with innovation we deliver agile, secure and trusted network infrastructures that enable businesses to deliver exceptional services and outstanding customer experiences. Let's chat about how we can do just that, for you.

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