



The Implementation of OrkinTV A Rewarding Experience

By Randy Palubiak

Over the years (many, many years), I have enjoyed the privilege of working with a good number of companies and organizations to develop and implement their enterprise-wide communications solutions, including some of the most successful satellite-based business television (BTV) and interactive distance learning (IDL) networks.

A recent opportunity was with Orkin University on the implementation of its satellite-based network for interactive distance learning (IDL) applications: OrkinTV. From my perspective, and the Enliten team's perspective, OrkinTV will be one of the most successful networks in the satellite-based BTV/IDL industry. This may seem like a bold statement. However, we are confident that time and the Orkin training team will prove this to be accurate. Here are a few reasons why:

Orkin had a clearly identifiable challenge – the business objectives to cost effectively increase and improve training;

An open-minded approach about how to achieve these objectives – select the right delivery solution;

A corporate culture that encourages, if not requires, open, sharing communications and cooperative support – which was a major part of the success of the project because Orkin allowed us (Enliten) the opportunity to do our jobs in the true spirit and likeness of a consulting engagement, that is:

- a) We were fully integrated throughout the project and viewed as part of the Orkin team
- b) Everyone on the team participated in the research, evaluation and decision-making process. However, each one focused on their key area(s) of responsibility – ours was to know and understand the various technology solutions and industry suppliers;
- c) We were embraced, by the Rollins Executive Steering Committee (ESC) – Enliten participated in the presentations of the BTV/IDL network business case to the ESC;
- d) Enliten's role and participation expanded as Orkin U's needs grew – We consulted on the design and build-out management of the OrkinTV production studio and facilities;
- e) We were given the necessary authority to effectively manage the selected vendors during the installation and turn-on phases of the network – This allowed the Orkin U team members to comfortably, confidently focus on their day-to-day business areas of responsibility.
- f) Orkin is a conservative company, not one to chase bleeding-edge technologies and solutions. However, the team and management were very open to new ideas and approaches, selecting an IP-based solution.

Everyone involved with the implementation of the OrkinTV BTV/IDL network considers it to be a success. Challenges and issues related to the installation of the systems were identified and addressed prior to the deployment. We experienced minimal out-of-box failures and encountered very few difficult challenges during the installation process. The few bugs and nuances of the system that have been identified are being addressed. Overall, the network was deployed in time for the president's inaugural address and the commencement of regularly scheduled training sessions.

In fact, it has been so successful that Orkin already is researching the expansion of OrkinTV to include additional studios and the number of transmission channels to meet the demand for training and communications.

Ultimately, we recognize Orkin U is an innovative industry leader - best of breed in blending technologies and delivery solutions to meet its training and communications requirements. As David Lamb states, "At Orkin University, we are focused on 'blending' technologies and delivering solutions to meet all of our training and communications goals. It's not a 'one approach does all' mindset. Traditional classroom training will continue to be a significant part of the mix as well as web-based training and job aids which are reference materials to support performance."

We are proud to be associated with OrkinTV and thankful that Orkin allows us to share its story (refer to other articles and the case study featured in this issue of PoE).