

## *Consumer Electronics Retailer Store Reset Rollout*

### Project Overview:

Customer Industry: Retail / Consumer Electronics  
Project Name: Computer Valley Redesign (CVR)  
Project Rollout Timeframe: 1 Month  
Project Size: 110 stores throughout USA

### Customer Business Requirement:

The client wished to increase consumer computer sales in targeted markets through a redesign of the “Computer Valley” section of the store. The upgraded computer section focuses on a new customer-centric service model with updated signage, fixtures, and IT gear. This project had an aggressive timeframe of one month.

### Bailiwick Differentiator:

Bailiwick offered a unique services approach that centered on the use of local cabling contractors augmented by consistent installation teams that traveled throughout the country during the rollout. This combination of local resources and traveling “SWAT” teams enabled Bailiwick to successfully deliver consistent and efficient installation services at all 110 locations within a 4-week timeframe. Bailiwick’s Professional Services Group provided the client with superior management of all tasks, resources, and timeframes throughout the duration of the project.

### Project Services Overview:

#### **Site Coordination**

Bailiwick provided site coordination services to each location involved in the Computer Valley Redesign project. These services included the preparation of site-specific materials and documentation for shipment to the sites. Bailiwick Project Managers placed phone calls to each location to confirm arrival of all IS related CVR items to the store, and coordinated the return of decommissioned equipment from each location back to the Bailiwick consolidation center. In addition to these services, the Bailiwick Project Management Team also provided post-installation support and re-visit coordination to the stores to ensure that all physical layer connections and CVR IS devices were fully functional.

#### **Cat 5e Cabling**

All locations that received the CVR project required an upgrade to their existing data cabling to support the new equipment and design of the Computer Valley area within the store. In order to execute this service, Bailiwick utilized its existing relationships with contractors around the country to install an average of ten Cat 5e cable drops per location as well as AV cabling. All data drops were terminated into surface mount boxes near the end device and into a 24 port patch panel mounted within a rack in the Communications Room at the store.

#### **Configuration Services**

Bailiwick provided an end-to-end configuration solution, which included such services as product receipt, product tracking, product warehousing, configuration, packing, and shipping. Bailiwick designed the staging center for the CVR project to allow for 5 sites to be

configured simultaneously. Each site consisted of a combination of the following devices: IBM NetVista PC's, IBM Registers, HP 4010 Printer, and E320 Lexmark Printers. Bailiwick developed and implemented two distinct sets of hardware and software installation instructions to facilitate the configuration of the two distinct images for the NetVista PC's. Specialized packaging kits were developed by Bailiwick. An "Open Me First" box and a "Decommissioned Equipment" packing kit were created for each site. Both of these tools were crucial to the implementation and support of the CVR project.



### **Equipment De-installation/Installation**

Bailiwick managed a combination of dedicated PC technicians and local cabling technicians to perform the de-installation and installation services for the entire rollout. The PC technician served as the "lead" Bailiwick resource to facilitate more efficient and consistent communication with the onsite store resources, other contractors, and the Bailiwick support desk. The joint team of technicians and cabling contractors de-installed all existing PC's, monitors, printers, peripheral equipment, and cabling. The execution of this part of the project was made possible by having developed

a site specific plan for storing and reusing the appropriate devices and physical layer cabling during the site implementation on the first night of the project. Throughout the course of the rest of the project the cabling installation technicians were responsible for re-routing all appropriate physical layer connections, installing all appropriate new Cat 5e connections, testing all cable drops (both voice and data). The PC technicians were responsible for re-installing all appropriate existing and new hardware into the CVR fixture and surrounding gondolas, as well as a PC that provided streaming video content to the CVR fixture. All technicians worked very closely with the client's Deployment Project Manager (DPM), the client's Project Team, the selected electricians and hardware construction crews, and the carpet laborers to facilitate the CVR implementation at each store.

### **Installation Support/Help Desk Team**

Due to the complex scope of work and the nature of timing installation activities with other groups during the installation, Bailiwick provided a Help Desk to give installation support to the onsite delivery resources. In addition, the Help Desk provided a consistent point of contact for disseminating information regarding installation instruction updates; process modifications; revisit schedules; and troubleshooting documentation. The Bailiwick Help Desk was also successful at the difficult task of providing site status updates to the Bailiwick Project Team, as they moved towards project completion by 10 A.M. each morning.

### **Customer Contacts:**

If you have a question about a specific project, please call Bailiwick for more information. We will be happy to provide you with references and more details.

**Bailiwick Data Systems 1-800-935-8840**