

Craft and Hobbies Retailer

Customer Business Requirement

As part of its ongoing expansion into markets around the U.S., this leading craft and hobbies retailer – and long time Bailiwick customer – opens 20 new locations every year. Each new store requires the full range of standard technology, from voice and data capability to cabling for speakers and paging to equipment installation.

The Bailiwick Difference

The advantages of having a longstanding relationship with a customer are many. When this leading craft and hobbies retailer opens new locations they can activate Bailiwick participation with one phone call. After doing hundreds of installations at their stores, we know their business and the technology requirements around that business almost as well as they do. So we can move immediately to source, prepare and arrange for the cabling and equipment to be put in place and tested at every new store that comes on line.

Another advantage of this ongoing relationship and the resulting insider knowledge: rapid response to other customer requests. So in addition to our involvement in 20 to 45 new store openings every year, we've conducted Ethernet conversions at 650 locations during a 90-day period, done router development at 850 locations in 90 days and completed upgrades at 76 of their super stores.

Project Services Overview

Project Management

Because of our long-term relationship with this customer, we're able to respond to work orders

quickly with a small, dedicated management team that can operate with maximum efficiency. In this case, one of our Project Managers who has a long history with this client personally coordinated all of the on-site installation and resources that the project demanded, including the tech support for all Bailiwick resources that worked at the location. Behind the scenes, our Project Coordinators oversaw all shipments and invoicing in order to account for every item and monitor budgets down to the last dollar.

Since we're intimately familiar with the standard store layout and the customer's expectations, we focus our time and efforts on such essential



PROJECT OVERVIEW

Industry:

Retail

Project:

New store opening

Timeframe:

Ongoing

Size:

**20 to 45 locations
per year**

Length of Relationship:

Since 2002

BAILIWICK

Craft and Hobbies Retailer

make-ready routines as installing cable and getting equipment to each store.

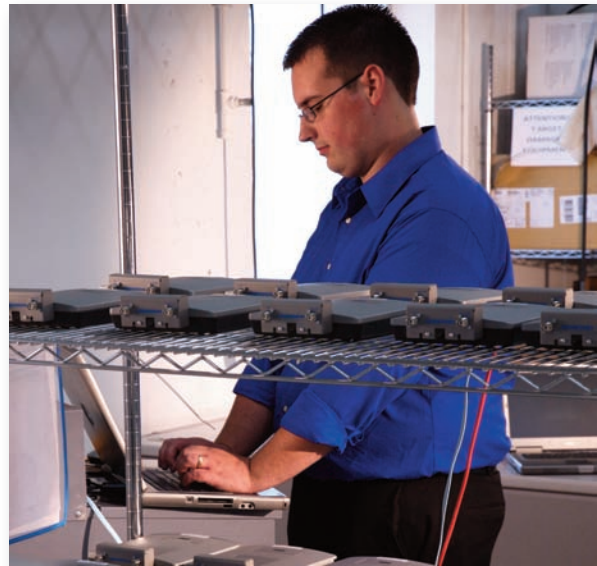
In addition, thanks to our close relationships with the general contractors and other trades on site, we can honor our promise to make every grand opening date on time. We've mastered the art of coordinating our work with that of other vendors. So we finish on time and adjust schedules and personnel as needed to respond to the fast-paced dynamics that go with the construction schedule of every new store opening.

Equipment Installation

Bailiwick has invested in training a team of technicians so that they are intimately familiar with the details and requirements of the equipment that goes into each location for this client. This "quick strike" team travels the country, going wherever they're needed to install speakers and equipment to accommodate voice, data and paging, including point-of-sale PCs.

Cabling Installation

Bailiwick has ready access to a network of regional cabling technicians whom we count on to install cabling for physical layer voice, data and paging at each location. Their ready availability and close proximity to new locations enable a flexible and immediate response, something that's essential given the ever-changing nature of construction schedules. And it ensures that we can complete our portion of a job without interfering with the overall process.



Summary

The benefits of a long-term relationship with a client become very clear when you look at this particular relationship. Our interaction with them is seamless; we function, in effect, as an extension of their internal resources. And our familiarity with the construction process enables us to mesh in the most efficient and effective way with their team of builders at each site. Our customer appreciates the benefits, particularly lower costs and less stress which make each store opening a guaranteed success.

Customer Contacts

If you have questions about specific projects, please call us at [1.800.935.8840](tel:18009358840) for more information. We'll be happy to provide you with references and more details.

(IT) IS OUR BAILIWICK. By definition, the term bailiwick refers to an area of expertise or knowledge. No wonder, then, that we are a company of knowledgeable, genuine, agile people who apply their experience and expertise in IT services to create value for leading corporations nationwide.