

National Retail Giant Electronics Department HDTV, Digital Media Satellite Network

Customer Business Requirement

To entertain and inform its customers while they shop in the electronics department of its 1,350 stores, this client uses TVs and video displays that play streaming video feed. The system runs off a satellite connection and high-capacity servers and the signal is sent via Cat 5 and co-ax cables. The client sought an IT partner who could manage updates and changes to the system at several pilot locations. Bailiwick got the call and provided experienced project managers and field resources to accomplish the job. We worked with the client during the pilot phase to define which procedures and technologies would ensure a smooth and timely finish to this project.

The Bailiwick Difference

Before Bailiwick got involved, this project lacked a cohesive plan. Plus someone had to visit the stores every month to update the high-resolution content and maintain the latest targeted media. Bailiwick assisted in developing a comprehensive plan and wrote an installation manual that brought organization and clarity to the process. Once the client approved the technology choices, the project was sent out to bid. The client's competitive E-Sourcing procedure quickly determined that our attractive pricing and technical experience made Bailiwick the best choice, a judgment strengthened by our performance during the pilot phase.

Project Services Overview:

Project Management

One of the key advantages Bailiwick offers is our ability to adapt to a client's needs on short notice. Among many benefits, this can include adjusting on the go to the often fluid requirements of a technology project. In this case, Bailiwick's experienced Project Managers (PM) collaborated with our regional field teams to create a project plan, coordinate a rollout timeline and administer the myriad tasks, logistics and schedules needed to ensure the project's success. In addition, PMs stayed in close touch with the client and various project teams to ensure that we met deadlines and benchmarks for information flow and equipment testing.



PROJECT OVERVIEW

Industry:

Retail department store

Project:

Digital media – in-store HDTV

Timeframe:

6 months

Size:

1,350 stores

BAILIWICK

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Site Surveys

Bailiwick performed a site survey at each store to pinpoint existing cable runs and power sources. As usual, our technicians followed a site survey process that requires written records, and they took digital photos to record the wiring, backboard and equipment on site.

Bailiwick's Project Manager organized, reviewed and posted the data to SharePoint, our online collaboration tool, where our clients can review progress on their projects in real time.

Equipment Staging

Our large warehouse with its separate clean-room staging area also played a key role in this project. Equipment was shipped to the warehouse, temporarily stored and then configured for installation at each store before it was finally deployed. Bailiwick's configuration team and project managers played an integral role in managing the shipments to ensure that the right equipment was shipped to the correct site to meet project deadlines.



Staging, wiring and installation are just a few of the services we provide.

Data Cabling and Dell 2800 Server Installation

Bailiwick dispatched trained technicians to pull new data lines to the IDF and test satellite connectivity at each store. Each site required high capacity media servers, as well as homerun Cat 5 and co-ax cable runs to the TV wall. Our technicians verified connectivity and signal strength at each TV and HDTV, mounted a Dell 2800 server in the ceiling along with a pulley system and powered up a closed circuit digital media system at each site.

Summary

Our multiple strengths – pre-planning and careful site preparation, equipment storage and staging, online collaboration

tool, plus hands-on project management – once again proved our value and assured the successful rollout of this project.

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.