

Discount Retail Category

Customer Business Requirement

This nationally known chain of discount retail stores leads a very active yearly life. On average, they open approximately 250 new locations, close 40, relocate 60 and remodel 40. They also manage upwards of 700 move/add/change events every year. That's approximately 60 per month, at least 10 of which involve configured equipment that's shipped from a central equipment depot. So they sought an IT partner who could handle not only the large number of unplanned events, but who had the capacity to readily respond to three to five special "rollout" projects per year.

Background

Several factors affect the IT needs of this Bailiwick customer. They're always on the lookout to find the best retail locations wherever they do business, which means they're constantly evaluating the availability of prime real estate in hundreds of markets around the country. When the right opportunity arises, it triggers the need for quick action in the form of a new site build-out or a combination store closing and relocation.

Second, since the customer cannot expand their in-house IT department, they depend solely on their outside IT partner to provide service that's

totally reliable, relentlessly responsive and scalable. That means handling everything from last-minute configuration requests (to replace failing equipment), to installing cabling on short notice, to handling warehousing for the hundreds of pieces of equipment needed to furnish a typical store.

None of the aforementioned would be possible without efficient and carefully managed processes

and systems management. This customer expects their IT partner to manage every task and step associated with all of their work requests. That means managing every last piece of equipment from point of receipt through configuration to shipment to stores. And then follow up on monitoring the lifecycle of that equipment once it's installed on location. This requires tracking and reporting the location of each piece of equipment via a full inventory to within 99 percent accuracy.



PROJECT OVERVIEW

Industry:
Discount retail

Project:
Site Lifecycle Management –
New site openings, technology refreshes and other services

Timeframe:
Ongoing

Size:
4,000 locations across the U.S.

Site Visits:
400+ annually

Length of Relationship:
Since 2007

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In 2005, fearing that their existing IT partner of 20-plus years would not be able to keep pace with the company's growth and rapidly accelerating IT needs, this customer issued a request for proposals to handle their IT business. Bailiwick won the business and successfully transitioned this customer from the former provider in a matter of months without missing a single new store opening or store turnover date.

The Bailiwick Difference

One of the first hurdles Bailiwick faced with this customer was building trust in our ability to handle the pace and volume of their IT business. We're not afraid to say that the initial process required lots of time and energy as we scaled up our operations to fit the customer's needs. Fortunately, this customer was willing to invest in the relationship. They patiently partnered with us while together we uncovered internal process gaps. Then we ramped up to meet the customer's special requirements with improved processes that yielded greater efficiencies for them and us.

Thanks to this mutual commitment to our partnership, we have succeeded beyond any of our customer's expectations. In fact, their confidence in our ability to deliver consistent high quality service is at 100 percent. The fact that we handled more than 500 new store openings without a miss has something to do with that. Plus we provide a one-stop shop for every one of their significant service needs which range from new store openings to store closings and relocations to quick-hit move/add/change events and more.

The customer is so pleased with our performance and the strong bonds that we've formed with their company that they have recommended Bailiwick

many times over to other retail operations, as well as IT providers who need a partner to complement their capabilities.

Project Services Overview: By the Numbers

Working with this customer required us to develop some resourceful and unique processes. A few key examples:

- Someone from the Bailiwick team talks to our customer contact at least once a day, almost every day. Although casual, this communication routine is essential to the success of our relationship and individual projects.
- We created a process – exclusive to this customer – that allows us to synchronize two stand-alone ERP inventory systems.
- We also developed special SharePoint functionality that allows for scheduling and management processes that better meet the unique needs of this customer. We can mobilize a team that's so familiar with the customer's requirements and store layouts (and comfortable with crazy timelines) that we like to say, "The difficult we do immediately. The impossible takes just slightly longer."

Configuration and Inventory Management

As is standard at Bailiwick, configuration and inventory are managed by a team of seasoned professionals who use weekly conference calls with the customer to exchange critical information and promote proactive decision making.

For this customer, we warehouse over 400 pallet slots and over 29,000 units and have demonstrated a remarkable success rate where we're driving

service levels that exceed 99 percent related to new, used, serialized and non-serialized equipment.

Our most recent physical inventory yielded an astonishing total variance in dollars of just .001 percent. In addition, our customized cycle counting program allows us to audit 100 percent of all SKUs every two months. Plus, we have a fully integrated ERP software system and publish inventory reporting that goes well beyond our customer's expectations. Finally, our warehouse is temperature controlled and features a 24/7 security system that manages and monitors access.

Equipment Installation

We deploy Bailiwick qualified techs nearest to the store's location to help us meet tight deadlines and save travel costs. The fact that we know their work also means that we're able to maintain the high level of performance that meets our customer's expectations of our work.

A typical rundown of the 25 to 30 devices that go into a typical new or remodeled store includes:

- 4 POS systems complete with PIN pad, flat bed scanner, thermal printer, 2 monitors, keyboard, cash drawer and UPS
- 1 – 24-port switch
- 1 – 8-port switch
- 1 PC
- 1 printer
- 1 Tellermate
- 1 PDT gun
- 2 access points

Cabling Installation

While our cabling work for this customer's stores is fairly routine – ably handled by our network of experienced local technicians – it's a value-added

service we provide that has this customer most appreciative.

In those cities that require cabling permits, we create the low voltage layer to the site floor plan and Bailiwick's CAD engineer applies the customer's template to the plan. In addition, Bailiwick developed prototype plans for each variation of the customer's store layouts. This enables the customer's construction teams working new stores to build in consistent pathways and other physical features that facilitate efficient and standardized cabling and equipment installations.

Saving Money and Adding Value

We recognize that our customers are constantly looking for new ways to reduce costs for IT projects and this customer is certainly no different. Given the intense pace and frequent activity around this customer's store openings, closings and updates, we're asked to maintain tight cost controls. We honor this charge in several ways starting with a bidding process for technicians that holds them to their estimates. We also use the same team of techs wherever possible because we know and trust the quality of their work and commitment to our schedules.

We've also mastered the art of coordinating our work with that of other vendors on-site. 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. And when the scope of a project expands unexpectedly, our customer trusts us to handle the change and charge a fair price. Which we always do.

In addition, when a store is remodeled or decommissioned, our techs are responsible for

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removing equipment and shipping it to Bailiwick where it's catalogued and tagged for disposal or replacement. We account for every piece of equipment, no matter how small, in our inventory system that tracks every piece of equipment held in our warehouse. Equipment is cleaned, clearly labeled and put into inventory.

The method that Bailiwick developed to manage this process saves this customer \$5,000 per month.

Summary

A few key facts about our relationship with this customer pop up immediately:

- 500-plus stores opened without a hitch over a two-year period
- Since 2008, zero faults in asset reconciliation and controls
- Not once has Bailiwick been responsible for delaying a store opening of any kind: new, remodeled, expanded or relocated

But what stands out above all is the strength of our relationship with this customer. It's based on our consistently high level of performance and a remarkable bond of trust between our organizations that's grown steadily over the past two years. We've earned that trust and their respect because we prove we can deliver every day. And we pay scrupulous attention to the smallest details.



Our customized cycle counting enables us to audit 100 percent of SKUs every two months.

Then there's the spirit of service that has filtered down into the entire team from Bailiwick, especially those who deal directly with this customer. Thanks to them, every step of the process – from order entry to technician training to documentation management and asset tracking – comes with a built-in assurance of heightened vigilance, commitment to quality and unswerving desire to avoid mistakes of any kind.

Customer Contacts

If you have questions about specific projects, please call us at [1.800.935.8840](tel:1.800.935.8840) 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.