

## Quick Service Restaurant

### Customer Business Requirement

This customer needed an IT partner to handle a major project involving materials management, as well as the installation of electrical and communications cabling and equipment at 1,500 locations nationwide. Because of a previous arrangement with Apple, this project took on special urgency. The customer needed media content servers added to the existing wireless network in each location so that any iPod Touch carried by a store patron would automatically connect with the store WiFi. What's more, the technology upgrade had to be up and running to coincide with the launch of the iPod Touch. The complicated logistics of dealing with multiple locations required an experienced team to lead the effort, highly skilled field technicians to administer and accomplish the job at each location and a team that could have everything in place and ready to go before Apple released the iPod Touch.

### The Bailiwick Difference

Bailiwick designed a plan to allow coordinated and efficient installation at each of the 1,100 locations. Thanks to the trust established with this client, our field technicians were given keys and security access codes to stores. As a result, we were able to complete installations during off hours and minimize disruption to regular business. Our ability to adapt to constantly changing schedules helped us stay on schedule, as did our 24-hour service desk which funneled information back and forth between Bailiwick and the client. Finally, SharePoint, the Bailiwick online collaboration tool, proved invaluable in providing real-time status updates in response to the client's request.

### Project Services Overview

#### Project Management

Bailiwick assigned a Senior Project Manager to oversee the electrical and communications cabling and equipment installation at each location. The PM also ensured a steady and reliable stream of communication among the job partners: Bailiwick, our client and our expert field technicians. One of the most important tasks handled by our PM involved coordinating the permit and inspection process with local municipalities. In addition, our PM successfully navigated dynamic schedule changes, as well as last minute unplanned adjustments to equipment in the field and, finally, ensured that each site was left looking as it did before we arrived to do our work.



### PROJECT OVERVIEW

**Industry:**  
**Quick Service Restaurant**

**Project:**  
**LCD and Hardware Installation**

**Timeframe:**  
**Seven months**

**Size:**  
**Phase 1:**  
**1,100 locations**  
**Phase 2:**  
**400 locations**

# BAILIWICK

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### Consolidation

Because of the unusual requirements of this project, Bailiwick did not consolidate equipment at our warehouse facility in Minnesota. Instead, we sent the hardware to our vendor partners in the field where it was warehoused, kitted and distributed to each site as required during the rollout. We used SharePoint to provide continuous status updates to our client, as well as document inventory comings and goings.

### Cabling and Electrical Installations

At every location, Bailiwick's field technicians installed one pre-terminated VGA cable from the server location to a designated LCD location in the front of the store. The electrical installation involved extending or adding an electrical circuit at the front of the store to provide power for the new LCD monitor and extending or adding an electrical circuit to support the server cabinet. In some cases where cabling requirements proved especially challenging, our Project Manager crafted a solution that consisted of installing a multi-channel surface raceway and housing that disappeared into the surroundings for an aesthetically pleasing result that satisfied our client.

### Equipment Installation

Our technicians were required to complete two major steps at each location. First, they installed a large wall mount media service cabinet with a

pre-configured server and UPS unit. They then connected the new service to an existing T-Mobile router and connected the pre-terminated VGA cable to the existing store amplifier.

The second element required installing a new LCD monitor in the front of the store using a wall or ceiling mounted bracket system. Our technicians connected the pre-terminated VGA cable to the monitor and tested the device to ensure that it was able to display the correct digital media.



### Summary

Thanks to our efficient and resourceful problem solving and overall management of the first phase of the project, Bailiwick was awarded a second phase including some 400 additional locations. Our ability to deliver consistently high quality service, resolve issues in a timely way and adhere to an ambitious installation schedule proved a winning combination.

### 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.