

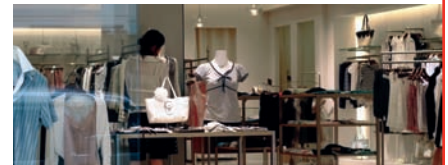
## “Store In A Box” Concept

### New Store Openings, POS, PCs, Kiosks, Cabling

#### Customer Business Requirement

This particular client is in the process of adding a brick and mortar presence to its catalog and online retail operations. The aggressive growth plan calls for opening more than 70 stores a year around the U.S. Each new store requires:

- Data cabling
- Demarc extension
- WAN equipment installation
- Kiosk and POS equipment installation
- Device configuration
- VoIP installation
- Circuit and phone line procurement



#### PROJECT OVERVIEW

**Industry:**

**Women's Apparel**

**Project:**

**New store openings**

**Timeframe:**

**Ongoing**

**Size:**

**70 stores annually**

**National Footprint:**

**200-plus stores**

#### The Bailiwick Difference

Our “store in a box” concept proved to be the perfect solution for an expansion of this size, speed and duration. It enables us to corral the countless tasks and equipment-related procedures that accompany a large project such as this and creates a coherent, streamlined process. The Bailiwick Services Group leads this effort, providing experienced management of all resources, products and timeframes from start to finish. Our Project Management Team handles Telco relations, construction issues and equipment installation, in addition to providing guidance to cabling technicians.

#### Project Services Overview

##### Project Management

Every store opening requires a resourceful and highly organized approach. Our experience with numerous projects like this enables us to apply proven processes that monitor status reporting, issue escalation, line procurement, technician scheduling, testing and signoff. With each wave of store openings, we also orchestrate the activities, schedules and skills of a multitude of companies and individuals to ensure that no store opening is delayed.

# BAILIWICK

**"Store in a box" - New Store Openings,  
POS, PCs, Kiosks, Cabling**

## Installation Tasks

**Cabling:** Cabling technicians install infrastructure racking and an average of 52 cable runs within each store. In addition, Bailiwick contracts with a national carrier, as well as local Telco organizations, to bring voice and data lines into the retail suite.

**WAN:** On-site techs work from highly detailed instructions created by Bailiwick. They install data racks, cable ladders, routers, servers, print servers, UPS and test all connections on the WAN. The installation is then reviewed and approved by a store manager who conducts a trial store opening and closing procedure with the new system. Once the system test is complete, store management signs off on the installation. The acceptance forms are posted on SharePoint, Bailiwick's online collaboration tool, where the client's Project Manager can track process, progress and compliance with the requirements of a project.

**LAN:** In addition to installing all on-site POS devices in each new store, our equipment techs set up Internet kiosks, the store manager's office equipment and the shipping department PC.

**Staging and Integration:** The "store in a box" concept is built around a plug and play model; when the equipment gets to a location, we install it and it's ready to run. That's why our make-ready procedures are so critical. Most of



these occur in our staging center where Bailiwick engineers load configurations unique to each store onto servers, switches, workstations, kiosks, POS registers and printers. Then we test and certify that each piece of equipment is store-ready. Finally, the equipment for each store is consolidated onto pallets and shipped in accordance with project deadlines. Every store opening sees our engineers working closely with the client's IS staff to modify and maintain images for all devices, from servers to registers.

## Summary

This client continues to express a high degree of satisfaction with the full range of our services and has retained us for all new store openings and other national rollout projects for four consecutive years.

## 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.