

Automotive Service Retailer

Customer Business Requirement

This leading automotive service retailer needed an IT partner to complete a very ambitious equipment replacement and upgrade. Every one of nearly 1,600 locations was slated for conversion from an outdated system to high-speed broadband DSL service, with 1,200 of those locations on a fast track completion timetable of 10 weeks. As a result, the client sought an IT partner with a successful record of organizing large projects, one who could marshal the resources to provide efficient and timely deployment services and work around stores that would be open during the cabling and installation process.

The Bailiwick Difference

Bailiwick has cultivated a long and strong relationship as a valued IT partner of this client. Certainly that's one major reason they chose us to tackle this project. But on a more practical level, we won the job because of our reputation for fielding reliable and resourceful project management teams that deliver smart solutions from start to finish.

In addition, we tapped our Vendor Partner Network to provide experienced field technicians and engineering resources who could accommodate the logistical demands and tight deadlines of this rollout.

Project Services Overview

Project Management

Bailiwick assigned a project management team to coordinate everything from logistics to resources to complex scheduling – all essential to the project's success. We drew heavily on the deep and broad experience we have in managing large rollouts such as this, confident that we could consistently hit our benchmarks throughout the

course of the project. With one of our most experienced Project Managers assuming overall responsibility for the project, we ramped up to full speed immediately and were quickly completing work at 150 sites per week.

As usual in a project of this kind, our Project Manager was responsible for providing accurate and timely project data to his client-side counterpart, including:

- Status reports
- Monthly invoices
- Installation instructions
- Installation reschedules



PROJECT OVERVIEW

Industry:
Automotive service

Project:
**DSL/Cable
modem conversion**

Timeframe:
Nine months

Size:
1,600 sites

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This project was set up and delivered through the CRM system. Each site was imported as a case into our system and every visit was logged as a service activity for that site. Our Project Manager also created several custom email templates to support vendor selection, scheduling and confirmation, as well as coordinate activities with the three help desks involved in this rollout.

A key component in the success of projects such as this is our teamwork and collaboration tool, SharePoint. This web-based portal allows Bailiwick to communicate across organizational levels and boundaries, centralize real-time project data (and things like signing off on approval forms, etc.) and connect with team members inside and outside our organization.

Communications Cabling Services Overview

Bailiwick performed the communications cabling services at approximately 1,600 locations across the United States. We installed one Cat5e cable from the back office to the front counter at each site. Installation was done by experienced field technicians and engineers to ensure consistent performance at every location.

Equipment Installation

This client specified that each store have a DSL/cable modem broadband solution with a VPN connection. In order to meet this request, Bailiwick's installation services included the following activities at each location:

- Install one preconfigured Cisco 871 Series router
- Install one DSL modem
- Modify existing US Robotics modem
- Install one Tripp Lite UPS (as needed)
- Install up to three Verifone Signature Capture Devices at the front counter
- Install one Linksys Four Port Hub at the front counter

The equipment installation took place during the same visit as the cable plant installation and the same field technicians performed both services. Since the cabling and installations occurred during normal business hours, our client trusted that we would work quietly and discretely to avoid disrupting customer traffic.

Summary

Our project teams routinely demonstrated the ability to manage multiple tasks in the most efficient and effective manner during the life of this project – a key consideration in this client's decision to use Bailiwick as their preferred IT partner.

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.