

## Health and Beauty Category

### Customer Business Requirement

A nationally known chain of full service pharmacies continues to expand its presence in various states across the country. Because of this aggressive timetable for growth, construction of new stores often occurs simultaneously hundreds, if not thousands of miles apart. That led the customer to search out an IT provider who could fulfill several demanding criteria that included:

- Developing a program (instead of a project by project) approach to managing IT installation services, not just for new site openings but across the board for every technology update throughout the year
- Fielding teams of experienced technicians at multiple sites in various states
- Providing project management that extended far beyond the usual scope of installing IT equipment and wiring
- Designating a single contact for all site activities and services, e.g. cabling configuration, device installation and help desk support
- Responding quickly and resourcefully to unexpected contingencies and special demands that often arose on a site-by-site basis.

In addition, the customer also needed regular technology upgrades at existing stores around the country.

### The Bailiwick Difference

Why did this customer choose Bailiwick? Because we demonstrated that we're capable of meeting any demand, willing to work well outside the normal scope of a typical project and can turn on a dime to provide personnel and resources in

response to last minute and unexpected requests. What's more, we offer a wide variety of services under one roof, services that this customer previously contracted from numerous outside sources.

Our Project Managers have absorbed the customer's business culture and special IT requirements to the point where our teams can anticipate unique needs at each store. That turned



### PROJECT OVERVIEW

**Industry:**  
**Healthcare**

**Project:**  
**Site Lifecycle Management – New site openings and technology refreshes**

**Timeframe:**  
**Ongoing**

**Size:**  
**900 locations across the U.S.**

**Site Visits:**  
**4,000+ annually**

**Length of Relationship:**  
**Two years and counting**

# BAILIWICK

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into a major advantage for this customer. For example, our crews – whether from Bailiwick headquarters or our network of experienced local technicians – often find themselves acting as virtual employees for this customer. And because our teams are licensed to work in cities where stores are being built, we're often called upon to handle additional tasks that are outside of our normal responsibilities such as digging trenches for cable pathways and other make-ready jobs.

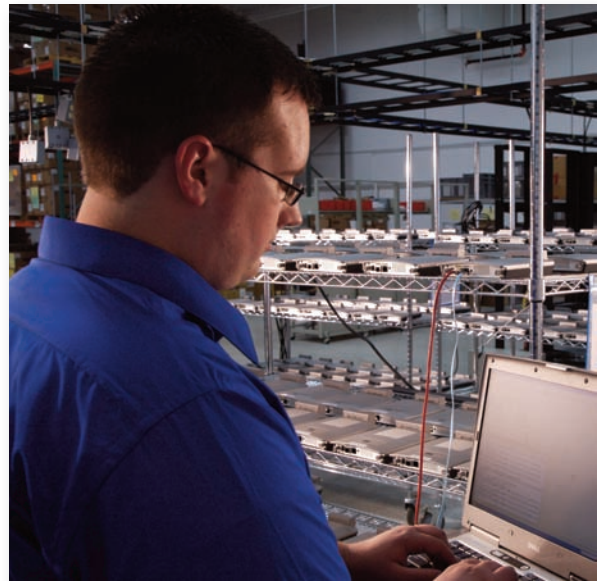
Finally, there's SharePoint, our online collaboration tool, which proves invaluable time after time as a central information resource to everyone involved in managing and completing a project on both sides of the transaction.

### Project Services Overview

#### Project Management

Thanks to our very close relationship with this customer, they trust Bailiwick to take up the slack during a typical project. Although, most projects for this customer are anything but typical given local building requirements and tight tolerances of the customer's schedules and deadlines, even in the case of technology upgrades.

Since we're intimately familiar with the standard store layout and the customer's expectations, this customer trusts our Project Managers to act as their representative. Our PM, for example, might deal directly with other trades and subcontractors or make a decision to adjust conduit routes to save the customer money. Also, per our agreement with the customer, Bailiwick's team authorized to make that change while they're on site, even if they're there for another purpose, in order to save the customer time, money and headaches.



Speaking of team, our Project Managers have the luxury and advantage of overseeing a team of professionals who know down to the last detail exactly what it takes to make each store IT ready and meet the customer's exacting standards. That ensures consistent performance and delivery of contracted services every time we start a new project.

In addition, thanks to our close working relationships with general contractors and other trades all over the country, we can honor our promise to make every grand opening date on time. We've mastered the art of coordinating our work with that of other vendors. So 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.

#### Cutting Costs

Given the ongoing need for technology upgrades and the rapid pace of its expansion effort, our

customer is always looking to achieve maximum efficiencies in any area. We help out by doing our homework up front for new store openings, for example. That means site visits, diagramming plans, consulting with vendors and using a traveling team of techs who specialize in knowing how this customer wants each store set up for technology. We also spot opportunities to economize at existing stores, and not always in expected ways. Recently, one of our techs recommended a much less expensive method for installing security cameras than the customer had planned. Thanks to our close communication with this customer, that money saving suggestion quickly reached the decision maker at their headquarters. Soon after, the customer adopted that method to install security cameras throughout their chain of stores.

### SharePoint

SharePoint, our online collaboration tool, serves as a communications hub whenever we work with this customer. We use it to drive email to store managers so they know when our techs will arrive and what they'll be doing. Our customer checks SharePoint to see data and photos from our installations and to sign off on our work. And the immediacy of SharePoint satisfies the customer's various internal stakeholders, too, as they can access the progress of a technology upgrade or new store build out and get information that's always timely, if not virtually up to the minute.

### By The Numbers

Here's a very small sampling of the ongoing services – and the frequency of those services – that we provide to this customer:

- System-wide installation of public monitors in various areas of a store – 265 installations
- Installing additional data/phone cables to enable new equipment; removal of unmanaged mini-hubs – 335 service calls
- Removing and unmanaged hubs, replacing with new Cisco switches and configuring those switches on-site – 838 service calls
- Number of new store openings – 80
- Installing exterior cameras, including mounting and make-ready – 100 installations

### Summary

Although our relationship with this customer tends to be unique in several ways, some of which are detailed in this case study, the way we work with them is actually very typical of how we work with all of our customers. We get to know their business – and the technology demands of their business – backwards and forwards. We often assign several people to become specialists in that customer's business requirements. And we're always ready and willing to expand our services as the customer requests or as events demand. In fact, that's the only way that we feel like we're giving our customers the full benefit of all that Bailiwick has to offer.

### 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.