



SUCCESS STORY:

National Retailer Benefits from CompuCom's Focused Approach to Store Operations

CompuCom's Specialized Teams Provide Efficiencies and Productivity Improvements

The Client

As the nation's #2 discount chain, this national retailer operates about 1,600 stores in 48 states, including more than 175 stores that add an upscale grocery shopping experience, as well as an online business. The company provides high-quality, stylishly designed items and life essential items, displayed in a clean, organized and welcoming environment. The company has carved out a niche by offering upscale, fashion-forward merchandise.

The Challenge

The key to any retail store environment is keeping the customer-facing operations fully functional. Retail support requirements are diverse and varied. This retailer needed to find a service provider who understood both the service nuances unique to their industry and could support their array of store equipment. This cooperative effort is critical to maintaining and building customer loyalty in their highly aggressive marketplace.

This retailer uses a wide range of equipment in support of its day-to-day operations. Devices include Dell® servers/PCs, IBM® and NCR® registers, Lexmark® and HP® printers, as well as kiosk and Cisco® network equipment.

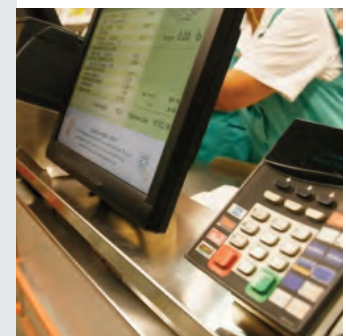
Infrastructure Management Services

- Desktop Management
- Network Management
- Asset Life Cycle Management
- Technology Integration and Deployment

Measurable Results

CompuCom's specialized teams provided the following results:

- Minimal to no delays or disruptions in store operations
- Improved customer loyalty
- Restore versus respond SLAs
- Seasonal and special-event adjusted SLAs
- 100% on-time grand openings
- Customer satisfaction ratings that exceeded the client's expectations
- Single-source maintenance provider
- Customized, client-specific training program
- Scheduled weekly maintenance for POS equipment



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The Solution

This retailer's objective was to obtain lower-cost, value-based services. CompuCom's approach met this client's criteria by combining our knowledge of the client's environment with our understanding of the retail industry. After completing an extensive vendor review process, required by their procurement policy, they selected CompuCom.

CompuCom provides this client with the following:

- First Response and Escalation Control Center—Delivers the client's first line of support and provides ready access to information remotely from our Escalation Center.
- Field Service Technicians—Provides in-store maintenance services to all nationwide stores. Weekly scheduled visits are conducted for Point of Sale (POS) equipment, and Installation, Move, Add, and Change. (IMAC) services are performed as required.
- Dedicated Product Support and Logistics Team—Coordinates the delivery of the types and quantities of product to meet Service Level Agreements (SLAs).
- New Store/Technology Team—Consists of cabling, integration and installation specialists on an as-needed basis.
- Dedicated Program Management Team—Resides at the client site and is considered an integral extension of the client's IT team.

The Results

This client satisfied their corporate procurement policy and achieved their goal of obtaining value-based services. CompuCom's approach reflects service requirements geared toward improving store operations and workforce productivity. These results have had a positive impact to this retailer's bottom line by providing:

- The ability for the client to grow and expand
- 100 new store openings per year, each averaging 125 new devices, with 100% achievement of on-time grand openings
- 40 store remodels per year
- Services to 1,300+ stores nationwide
- Management and in-store maintenance of more than 400 new stores
- Maximum customer interaction where client personnel work in an up-to date, technological environment
- Seasonal adjustment of SLAs for POS equipment that increases from weekly to same-day, focusing on alignment with the client's dynamic business goals
- 95% Pass/Fail SLA obtainment for close to 10,000 service calls per month

"Great partnership. Quality of service has continued to consistently improve and excel, helping us meet our changing service demands and evolving business needs."

**Retailer's Authorized
Spokesperson**

CompuCom[®]

The Leading IT Outsourcing Specialist

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