



## Rollouts Preps National Department Store Chain for Security System Installations

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|----------------------|-------------------------------|
| <b>Scope of Work</b> | <b>Security Kiosk Install</b> |
| <b>Geography</b>     | <b>Eastern USA</b>            |
| <b># of Sites</b>    | <b>150+</b>                   |
| <b>Timeline</b>      | <b>Over 3 year period</b>     |

### **Introduction**

The most pervasive and global business trend is for companies to "focus on their core competency." While every retailer has physical sites, and those sites require various types of onsite services to support them, retailers prefer to focus on *their* customers, while delegating site tasks to their vendors

### **Client Overview**

Our client is a \$640 million multinational manufacturer and marketer of technology-driven integrated solutions for retail security, labeling, and merchandising. They are one of world's leading providers of radio frequency (RF) based loss prevention systems. They have more than 1,000 sales and service representatives in a global organization that provides products and services in 50 countries.

### **End User Overview**

The end user is a specialty department store that operates over 400 stores nationwide. With 19,000 employees and annualized revenues of over \$9 billion, they rank as one of the largest retailers in the U.S.

### **Critical Business Issues for Client**

Prior to deployment of their ID tags on retail merchandise, it is necessary to install vertical security kiosks through which customers exit the store. The installation of these kiosks requires specialized equipment and tools for cutting concrete floors and installing the necessary monitoring equipment. Although installation of the kiosks is on the "critical path" leading to activation of the ID tags, the nationwide coordination of the specialized contractors who do this work is a major effort requiring management time and attention.

### **Critical Business Issues for End User**

Our client's customer is aiming for site expansion of 18%-20% annually. With 75 new stores opened in

2002, they plan to open 80 stores in 2003 and 95-100 stores in 2004. Retail security is a top priority for all their locations, and they rely upon our client to field sufficient and appropriately trained field service personnel to keep up with their growth plans.

### **Reasons for Critical Business Issues**

Our client earns money when their item tags are installed and working. Until the security kiosks are installed, the tags don't work. Delays in getting the kiosks installed, or management issues related to coordination of numerous unrelated contractors in several localities, can jeopardize the timetable of the end users security needs.

### **The Rollouts Solution**

Rollouts provides a complete solution to our client for the benefit of their customer. Rollouts coordinates the retention and management of floor cutting crews to be on site with our clients staff, who complete the security kiosk installations. Floor cuts range from a few feet to 50 feet. In some locations Rollouts also provides electricians to bring power to appropriate spots necessitated by the security devices.

### **End Result**

Rollouts has coordinated floor cutting and electrical services to this client at over 100 sites for their customer throughout the U.S. Rollouts' client focuses solely on the installation of their security equipment, while Rollouts supports their efforts by making sure that everything else is taken care of before the highly trained and specialized security personnel arrive at each site. While Rollouts manages multiple contractors in several states, our client needs only to communicate with a single project manager at Rollouts.

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**Quote:** *Coordinating floor drilling contractors was occupying a lot of our time and attention. Working with Rollouts has made it possible for us to focus on what we do best, which is design and service retail security solutions. We prefer to leave the coordination of onsite labor to an expert like Rollouts.*