



Direct Source

case study

PROJECT SCOPE

INDUSTRY: Big Box Retailer
PROJECT: Ethernet Everywhere
SERVICES: Project management, staging and configuration, integration and installation

TIMEFRAME: Three months
SIZE: 680+ stores

The 680 installations were completed on-time and well within the three month timeframe required. Since the project was finished within the time constraints, zero penalties were incurred as well.

- Touched nearly 700 stores in three months
- Created training and deployment process
- Completed each conversion within three-hour overnight window
- Achieved 99 percent Ethernet coverage

Big Box Retailer: Ethernet Everywhere

BACKGROUND

As part of a nationwide standardization process, a big box retail chain in the United States recently migrated all of its stores to an Ethernet data-networking infrastructure. The analog to Ethernet migration helped create a larger communication pipeline for data and image transfer in high-definition security monitoring.

At the same time, the company also extended its wireless infrastructure to fill gaps in the existing system and increase wireless security.

CHALLENGE

Direct Source, Inc. was contracted to manage the installation of intermediate distribution frame (IDF) centers and wireless access points to close the gaps in wireless coverage throughout the store. The company also provided all the infrastructure cabling, IDF, access points and switches.

Before they began, Direct Source worked to create and define a new comprehensive process to support standardized technology deployment and training for this project as well as future installations – something the retailer had never experienced before. Additionally, Direct Source managed project logistics, product delivery, on-site contractors and nationwide conversions.

Rigid deadlines were one of the biggest challenges. Because the stores were staffed 24-hours a day and the conversion would take the store offline entirely, each implementation needed to be completed within a short three-hour overnight window. In addition, all installations needed to be completed within three months.

SOLUTION AND OUTCOME

The Direct Source project management team worked with the retailer and national technicians to fine-tune the standardization process throughout deployment, which resulted in identical rollouts for each store. The 680 installations were completed on-time and well within the three month timeframe required.

Since the project was finished within the time constraints, zero penalties were incurred as well.

All networks and 200+ devices were operable at store opening, proving the value of the project management and technician team. Technicians even reorganized the cabling in each closet, leaving them looking like state-of-the-art data centers.

In the end, each store achieved 99 percent Ethernet coverage, providing a much-needed bandwidth for store operations and a more secure network connection. The project also set the retailer up for future high-definition data transfer and increased loss prevention measures.

Because of their superior work, one of the national home improvement retailers recently contracted Direct Source to deploy the same technology for a number of its stores.