



Direct Source

case study

PROJECT SCOPE

INDUSTRY: Big Box Retailer
PROJECT: Analog to IP-Video Conversion
SERVICES: Project management, staging and configuration, integration and nationwide installation

TIMEFRAME: Multi-phased over two years
SIZE: 1,700 stores

Direct Source saved the retailer nearly \$2 million by retrofitting existing camera brackets for the roof and managing the vendors on its behalf, proving the value of the team overseeing the project.

- Touched 1,700 stores
- Completed 14 stores concurrently, each with two-to-eight week timeline
- Conducted each conversion on-time and without penalty
- Saved retailer nearly \$2 million in added costs
- Achieved ROI within eight months

Big Box Retailer: Analog to IP-Video Conversion Project

BACKGROUND

Recently, a big box retail chain determined that it needed to bring its security system into the digital age. Having always been on the leading edge of technology adoption, the retailer decided to take advantage of its recent Ethernet network standardization to implement cutting-edge IP-video surveillance in 1,700 United States stores.

The high-definition video content would give the company a detailed view of store operations to help decrease shrink and increase consumer safety.

CHALLENGE

To begin, the retailer worked independently with various manufacturers to build a new security platform with the following technologies: Dell servers and storage, Axis Communication encoders and cameras, Wren housing and power supplies, Superior Essex infrastructure, Leviton cabling and support, and Genetec software.

Next, the retailer contracted Direct Source, Inc. to plan and manage the multi-phase installation and nationwide rollout of the new technology. This project followed an initial deployment standardization project that Direct Source had recently completed with the retailer, helping to create a baseline process. Direct Source also developed an implementation schedule by prioritizing stores with the most security-related issues reported.

The biggest project challenges were managing the multiple phases and vendors to meet performance metrics set by the retailer, such as camera validation and conversion. In addition, the company was responsible for managing

multiple business angles of the project, such as store personnel, distribution and kitting suppliers, invoicing, and finances.

SOLUTION AND OUTCOME

The Direct Source project management team worked with the retailer and national technicians to deploy the new systems. Because of Direct Source's strong technician-base, 14 stores were tackled concurrently, each with a two-to-eight week timeline. Since a store cannot ever be unmonitored by a security system, Direct Source conducted real-time cutovers. These cutovers included putting the new system in place, testing it and then taking down the old system, all within a three-day window.

Additionally, Direct Source saved the retailer nearly \$2 million by retrofitting existing camera brackets for the roof and managing the vendors on its behalf, proving the value of the team overseeing the project.

As a result, Direct Source became the only vendor this retailer has ever asked to repeat business year-to-year. In fact, the company is signed on with the retailer for the next three years.

To-date, Direct Source has completed about 400 installations in stores across the United States, using more than ten million feet of cabling and more than 18,000 devices. Each store was completed on-time and without penalty.

Recent feedback from the retailer indicated that they achieved a return on their investment within eight months.