

# IMAC Services

## Zones Infrastructure IMAC Services Keep a Leading Sportswear Manufacturer Running

The sportswear industry is driven in large part by image and connecting with customers. Naturally, company-owned retail stores play an important role. Retailers need technology that enables a delightful customer experience without disrupting daily store operations. So, when one of the world's leading sportswear manufacturers was experiencing disruptions to store operations, they turned to Zones. Now, Zones provides IMAC services for all of the client's retail stores in the U.S.; services that include staging, configuration and installation of equipment in new stores, the ongoing maintenance of IT equipment at existing locations, and the lifecycle disposition or re-deployment from closed stores back into circulation.



Stranded IT equipment to closed stores and struggled to cost-effectively support equipment to run regularly.



Ongoing maintenance and lifecycle disposition from closed stores and put back into consideration.



Enabled the client to achieve KPI and reduce both direct and indirect costs.



### CHALLENGE

- Negative impact to daily store operations due to scheduling issues between field techs and individual stores.
- Struggled to cost effectively support equipment that stores rely on to run their daily operations.
- Stranded IT equipment from closed stores due to lack of lifecycle management capabilities.



### SOLUTION

- Staging, configuration, and installation of equipment to new stores.
- Ongoing maintenance of retail IT equipment at existing locations.
- Lifecycle disposition or redeployment of equipment from closed stores put back into circulation.



### RESULTS

- Enabled client to achieve KPIs including stock turns and sell-through, shrinkage, traffic and customer retention, and seller & store productivity.
- Reduced both direct and indirect costs of maintaining equipment in retail stores.
- Improved asset utilization (lack of stranded assets) by efficiently managing lifecycle of equipment from closed stores.

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### THE CHALLENGE

High costs & scheduling challenges to serve retail locations.

With hundreds of retail stores spread throughout the U.S. and Canada, this leading sports manufacturer struggled to cost effectively support the technology used in the daily operations of their retail stores. In addition, this client struggled with the ongoing scheduling between their field techs and individual stores leading to disruptions of their daily store operations. And, as is customary in the retail industry, this client regularly opens new stores and closes underperforming stores. In the case of store openings, IT equipment needs to be staged, configured, installed and working as expected as doors first open. And in the case of store closings, managing the lifecycle of IT assets is a resource intensive task to determine and manage whether equipment from stores is disposed of or wiped and put back into circulation.

### THE SOLUTION

Zones nfrarastructure provides IMAC services to this client across all of their retail stores across the U.S. and Canada. This includes the staging, configuration, and installation of equipment to new stores, the ongoing maintenance of retail IT equipment at existing locations, and the lifecycle disposition or redeployment of equipment from closed stores back into circulation. The equipment within this client's retail stores that Zones nfrastructure provides IMAC services for includes their Point of Sale (POS) systems, handheld scanners, barcode scanners, phones, signature capture devices, printers (receipt and laser printer for managers office), (Wi-Fi) access points and the store manager's PC and monitor.

### THE RESULTS

Zones nfrastructure won the ongoing maintenance business and successfully delivered IMAC services that enabled this client's retail stores in the U.S. and Canada to achieve their Key Performance Indicator (KPI's) metrics including stock turns and sell-through, shrinkage, traffic and customer retention, and seller & store productivity. Based upon Zones nfrastructure successful delivery of IMAC services, this client has subsequently asked Zones to equip these same stores & apparel with RFID technology to improve business operations and store inventory & management. In addition, this client now relies on Zones install and maintain their holiday point of sale systems needed during their most critical time of the year.

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