# REGIONAL RETAILER GETS STORES RUNNING WITH READY! SITE

**ANIXTER**®



## SUMMARY

### Customer
Specialty consumer electronics retailer

### Challenge
Multisite deployment of video surveillance and video display networks

### Solution
READY!℠ Site
READY!℠ Camera
READY!℠ Rack
READY!℠ Kit
Product and technology assistance

### Results
- Timely product deliveries enabled new stores to hit critical opening day deadlines.
- Regional warehousing reduced shipping costs and time to deliver kitted materials.
- Supply Chain Solutions allowed retailer's management to focus on its core goals, strategies and local marketing initiatives.

## Customer Challenge

Following its successful initial public offering, a leading specialty retailer of consumer electronics launched an aggressive, multiphase growth strategy to more than double the number of company-owned stores in its target markets. In addition to the high-end consumer electronics populating the shelves, the stores include a dedicated video-wall display that features more than 100 models of flat-panel televisions. These displays are networked back to a central telecom closet where the video feeds can be controlled. The telecom closet also houses the headend equipment for the IP-based video surveillance network used to provide security for the stores. Each new store required the communications infrastructure to run the video wall displays and video surveillance system.

Because the retailer's core competencies are focused in providing quality consumer electronics, it didn't have the expertise to qualify, source and procure the needed components for the security and data networks. Its focus was on opening each new store on its preannounced date, which was central to the retailer's marketing strategy. With dozens of store openings and a national network integrator tapped to install the data and security infrastructures, the retailer needed a solution that would meet its technological needs while at the same time providing installation ease and simplicity at the job site.

## Program Scope

The retailer planned to open as many as five stores per week, with a net addition of more than 100 stores over a 12-month period. Anixter provided the security products including the cameras, headend equipment and software as well as the wiring, outlets, digital video recorders and racks for the each store's telephones, computers, camera systems and video wall displays.

## Anixter Solution

The retailer relied on Anixter's technical expertise for help in understanding and selecting the latest network infrastructure and video surveillance technologies and products. Because the retailer was previously working with an analog surveillance system in its existing stores, Anixter suggested the retailer consider an IP-based solution, which provides remote monitoring, shared event recording, integration of analog and digital video sources, increased intelligence, and access and control from anywhere on the network. Anixter also suggested the retailer use a higher bandwidth cabling plant at its new locations in order to provide error-free video transmission to the video-display walls. Based on the specific requirements of individual stores, Anixter helped the retailer select the right technologies and products to build a bill of materials that met its security and performance needs.

> By using its READY! Deployment Services, Anixter was able to assign a single part number to each READY! solution, which helped to reduce the number of parts the integrator needed to order for each store from more than 150 to three, saving time and money.

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With the bill of materials finalized, Anixter worked to deliver a seamless deployment of materials to the multiple job sites. As a specialist in the integration of network components, the network integrator needed to focus on confirming the network components were operating as promised, not worrying about lost deliveries or an insufficient or incorrect supply of parts to complete the project. Anixter used its READY!℠ Site offering to deliver the right materials arrived on site, in the quantities needed and ready to be installed. As part of Anixter's READY!℠ Deployment Services, READY! Site is a whole order delivery of multiple closets, cable, workstations, and other materials needed to complete a retail site.

Anixter's READY! Site solutions included a combination of Anixter's READY!℠ Camera, READY!℠ Rack and READY!℠ Kit offerings. Each of these READY! Deployment Service offerings provided a ready-to-install solution delivered to the installation location at the job site. For each store, the READY! Rack offering included a preassembled rack with the associated infrastructure needed to complete the telecom closet. When it arrived on site, the READY! Rack solution was able to be put into place and populated with the active electronics by the network integrator. The READY! Camera offering supplied the network integrator with a ready-to-install solution that included the security camera, Ethernet patch cords and associated equipment to its installation site on the network. The READY! Kit included 69 line items to complete the networking installation at each store. Because each READY! solution shipped as one part number, Anixter was able to help the customer dramatically reduce its paperwork and invoicing normally associated with ordering the various components.

Anixter staged the kitted solutions at its local distribution center and released them per the network integrator's schedule. As the network integrator finished one store, a READY! Site solution was sent to the next site. Once the network integrator arrived, the right combination of READY! Rack, READY! Camera and READY! Kit solutions were waiting to be installed. Regardless if a store required two READY! Rack solutions or no READY! Camera solutions, the right amount of materials needed to complete the installation were already on site.

## Project Results

By working directly with the retailer to specify the required materials, Anixter helped the retailer's operations and marketing personnel maximize their efforts for new store opening procedures, advertising and promotions. The kitting and store-by-store delivery offered by Anixter's READY! Site offering helped the network integrator confirm that each store was brought online by the targeted deadline, which helped the retailer achieve its store-opening goals. By using its READY! Deployment Services, Anixter was able to assign a single part number to each READY! solution, which helped to reduce the number of parts the integrator needed to order for each store from more than 150 to three, saving time and money in administrative costs. Staging the kits in a local distribution center reduced the associated freight costs and lessened the time in transit, which provided the integrator with greater flexibility in ordering and installation.

READY!℠ Deployment Services by Anixter map our distribution and Supply Chain Solutions to the construction or deployment process of any technology project. We combine sourcing, inventory management, kitting, labeling, packaging and deployment services to simplify and address the material management challenges at the job site(s). READY! Deployment Services by Anixter will help you improve the speed to deployment, lower your total cost of deployment and deliver your product specifications as planned.

### This project called for:

READY! Site includes a whole infrastructure order for a complete building delivered directly to multiple customer sites (multi-site rollout).

READY! Camera is a kit that includes the camera, lens, housing and ancillary products to complete the installation.

READY! Rack includes a complete rack or cabinet with all of the components delivered as one part number.

READY! Kit includes all components needed to complete an installation delivered as one part number in one shipment.

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