

## Case Study

### Leading Game Retailer

#### BACKGROUND

When two of the nation's largest game retailers decided to merge, their customers and competitors took notice. A flawless integration was essential to maintain loyal customers and the competitive edge.

Facing a tight deadline, the newly combined organization needed a partner to help with the point-of-sale conversion of its stores into one seamless operation.

It called on Comm-Works, its long-time partner for voice and data infrastructure, to spearhead the operation and not miss a beat during the conversion process.

#### CHALLENGE

With two completely different POS systems, the retailer needed to convert its 3600 stores onto a single cohesive system within six months. The process was complicated by operations in multiple time zones, as well as significant new game releases, which also affected the conversion schedule.

"The merging companies were two extremely popular game retailers, with a devoted customer base. We had to move within strict deadlines to make sure we met the end goal, but didn't interfere with critical sales days during popular game releases," the project manager for Comm-Works, explained.

#### COLLABORATION

A command center was established at the game retailer's headquarters. From this central location, the Comm-Works project manager collaborated with the client's project manager as well as its technology support operations to oversee the entire conversion process. This centralized operation enabled both companies to keep track of any change orders and out-of-scope situations in real-time.

To manage the size of the operation and keep the hours of the command center operation reasonable, the conversion was conducted in

two phases – stores east of the Mississippi and stores west of the Mississippi.

At each store Comm-Works' technicians removed the registers and sent them back to the game retailer's IT team who would, in turn, rebuild and re-image the registers before sending them to a different location for Comm-Works' technicians to reinstall. In order to meet the project completion deadline for each store, impeccable coordination was essential.

"We converted 30-72 stores per night," the on-site field manager for Comm-Works said. "The flawless coordination between our two companies fast-tracked the success of this project. They really needed us to be an extension of their department and we are proud of the synchronization that took place between their internal IT department and our technicians."

#### RESULTS AND VALUE

"They felt so comfortable with our team after the first phase they knew we didn't have to worry about placing the conversion in our hands," the Comm-Works project manager explained.

Comm-Works' main role in the conversion was to provide the manpower to complete the switching of the cash registers. As time went on, and deadlines drew near, there wasn't sufficient time to send the registers back to headquarters for configuration, so Comm-Works jumped in and configured the registers on-site. This know-how and flexibility saved significant time and kept everyone on schedule.

The seamless collaboration between several hundred subcontracted technicians, Comm-Works and the game retailer led to an early completion of the project's first phase. Timing for the second phase was reduced by five days, but even that didn't stop Comm-Works from finishing the 3600 store conversion on time and under budget.

© Copyright 2007 Comm-Works Holdings, LLC. All rights reserved. Comm-Works is a registered trademark of Comm-Works Holdings, LLC. All other trademarks are owned by their respective companies. (0407)