

# Thinking Outside of the Box and Outside of Silos

Fast-Growing Discount Retailer Blends Process and Tech Saving Time and Money

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## Benefits of a Unified Solution

- Reduce the number of repair incidents by as much as 20%
  - Increase the first call diagnosis rate by getting it right the first time
  - Spend less money on site labor
  - Lower freight costs
  - Reduce revisits and reshipments
  - Avoid unsuccessful warranty claims
  - Get store tech assets back up and delivering results much faster
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When you're a discount retailer with around 1,000 retail stores — and an anticipated growth-rate of several hundred more retail stores per year, over the next five years — analyzing antiquated systems and processes, while blending them with quickly-evolving new technologies, can be a daunting task. And as if not complex enough, add in a new CIO who has inherited a disparate support model for the opening/remodeling of stores and the stores' aging equipment, and the situation seems even more impossible. But, sometimes in retail, less is more.

## Pain Points Come To Surface

Like many traditional retailers, this merchant also relied on a help desk to cover store operational procedures and technical issues, a secondary team to handle depot repairs, and then a third source to handle in-field events. This worked well when stores only ran POS systems and not much else. However, newer devices were also entering the store to provide an enhanced customer experience, such as mobile, kiosks, and digital signage and the connection to the POS system and software were crucial. So on the heels of new leadership taking ownership for the discount retailer, it started to become more apparent that there were multiple workflow and communication challenges surfacing every time a technology caused issues for store associates — or — entered their environment via deployment or store work. With this siloed approach to support and maintenance, this discount retailer realized it could not provide a scalable and reliable model to provide the level of service the store operations team and their end customers deserved. Therefore, the retailer set out to reconsider its approach and as a result, overhauled these three lines of business by combining them into one program at the enterprise level, and choosing a partner to provide consistency with helpdesk support, deployment and store work, and maintenance services.

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### Quick Tips

- **Think more boldly:** Most retailers are thinking in silos. Be bold enough to think about the workflows that effect your stores.
- **Make sure there's an in-depth experience level across the board:** Work with a partner that is a trusted advisor and understands the ins and outs based on past results and successes.
- **Plan with a process:** While consolidating solutions and services can be done quickly, it can be bumpy as well if not done within proven methodologies.
- **Clearly communicate** what to expect and when to expect it.



John Pruban,  
Level 10 President

### Tackling The Tech Overhaul

While some may say it's a pretty unusual practice to tackle such a major overhaul, the discount retailer decided to take on a series of significant initiatives: A rollout of new HP POS equipment, an upgrade to the most recent version of Aptos software, an aggressive store growth plan, and the combination of the three services — help desk, maintenance, and field services work — through a partnership with Level 10.

By linking these three services and leveraging one company to provide consistency and support, the discount retailer has been able to get more devices back in service faster without any extra costs — saving time and money.

In addition, the newly implemented HP hardware was deployed quickly and seamlessly to reduce the number of break-fix problems, since the equipment is more reliable. The Aptos software combined with the hardware can also support a lot more of the retail environment, opening up new opportunities including self-service kiosks and mobile technologies.

### The Benefits Of Blending

Because of its broad scope of products and services, and ability to bundle IT with its services, the discount retailer selected Level 10 as a trusted advisor. Similarly, as Level 10 is a certified HP reseller, they were able to offer a better cost, quality of service, and longevity with the warranties associated.

This discount retailer can now leverage this partnership to do more. It has helped to increase the first call diagnosis rate by getting it right the first time. The retailer now spends less money on site labor, has lower freight costs, and has been able to reduce revisits and shipments. Store tech assets are back up and delivering results much faster, all while avoiding unsuccessful warranty claims.

The benefits realized have also set up the discount retailer for future opportunities for extending the partnership through additional consolidation of its outsourced services. According to Level 10 President John Pruban, “Make sure there’s an in-depth experience level across the board.” He cautions that many solution providers may claim this, but don’t actually practice it. Pruban adds, “It comes down to high quality service delivery at the most effective costs, with the highest level of precision.”

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### About Us

With increasing IT challenges, we recognize retailers need less partners to do more. By strategically bundling our services — hardware procurement, asset management, payment services, maintenance, field technician support and help desk support — we act as an extension of retailers’ IT teams throughout their technology & mobile deployments, store openings/closings/remodels, and in-store support work.

