

## Building from the Ground Up: Custom Solutions for a Major Retailer

When working from scratch, this longstanding brand trusted TailWind to build and implement a strong, reliable solution to last the test of time

### THE CASE

With 85 locations across the United States, this premier clothing retailer is constantly seeing high demand for their products. Even with this success, infrastructure had often ended up an afterthought, with many issues arising from poor networking structure and inconsistencies. Having to address so many stores led to networking issues and processes that could not be managed on a macro scale.

#### To address these issues, they required:

- Stronger and more reliable networking solution for all U.S. locations
- Configuration of store infrastructure on a large scale
- Installation of solution throughout stores

### THE NEED

Timberland was essentially beginning from scratch, looking for an entirely new infrastructure design that could be implemented throughout every store. A company of this size required constant connection with its customers to retain sales opportunities and cultivate ongoing growth. To do this, they knew they needed a partner that they could count on to:

- Build networking and cabling functionality for new and existing stores
- Provide solutions that can be managed on a macro scale
- Simplify issue management by in-store employees
- Deliver ongoing hands-on technical support

## THE ACTION

With a proven track-record of reliability through previous work together, the company asked TailWind to partner for a systems overhaul. The project tasked TailWind with providing:

- An improved POS system
- An updated timekeeping system
- Project management and coordination between all locations and technicians
- Completion of the project in under 100 days

## THE RESULT

TailWind was able to install new POS and timekeeping solutions in all 400+ locations required in 90 days. This achievement finished well before the initial timeline through careful project management and location coordination. Throughout the project, TailWind was counted on for:

- A reliable, proven solution for POS and timekeeping
- Highly skilled, hands-on technicians to support and install at new and existing locations
- Ongoing guidance and expertise from a trusted partner

Our clients value the work and support that TailWind continually provides as a trusted partner. If you want to work with a company that makes your success a priority, **contact TailWind today.**

“ So many customers require things to be done in short order. When working like this, coordinating with technicians to visit five or six locations in a day is where we win. Our project management and coordination with techs is the key to our success. ”

– **MARTY NIMERFROH**, DIRECTOR OF BUSINESS DEVELOPMENT, TAILWIND