

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

The TailWind team was invited to visit a number of stores and evaluate the current networking situation. From those evaluations, it was determined that an entire ground-up rebuild of their store infrastructure was necessary to achieve a strong, consistent network. Over the year-long engagement, TailWind was able to:

- Design an entirely new infrastructure management system to fit every store; including cabinets, cabling, labeling and structure
- Develop an internal standard for management across all locations
- Install new network in X locations
- Provide a dedicated project manager to train and work with store employees and supervisors

THE RESULT

Our partner recognized the significance of TailWind's contribution to their stores' successes. Now, networking issues are few and far between - but if any occur, they can rely on TailWind for:

- A consistent, proven approach to managing infrastructure from any location
- Highly skilled, hands-on technicians to visit the site
- 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.**

“ It was our ability and our experience understanding every aspect of what they needed. From physically installing the equipment, to knowing what needed to be done for them to manage the day-to-day. What is the best setup for them? How do you standardize? How do you keep it clean? How do you keep it manageable? How do you scale it simply? ”

— -- **DIRK DOBBINS**, DIRECTOR OF SALES AND ENGINEERING, TAILWIND