IBM   **IBM Customer Reference**

Best Buy Co. Inc.

Synopsis:
IBM Global Services - Integrated Technology Services provides electronics company with network rollout services in 845 sites across the US, thereby enabling it to improve efficiency and customer response time

Location:
Eden Prairie, Minnesota USA

Industry:
Retail

URL:
http://www.bestbuy.com

Customer Background:
As the nation's leading consumer electronics retailer, Best Buy sells consumer electronics (televisions, DVD players, audio systems), home office products (computers, telephones, copiers), entertainment software (CDs, video games, DVDs), and appliances (microwaves, vacuums). Ahead of rival Circuit City in sales but not store count, Best Buy has nearly 550 stores in 44 states, with heavy concentrations in the Midwest, Texas, California and Florida. Best Buy also owns the Musicland Group subsidiary, which operates 1,300 music and video retail stores under the Sam Goody, Suncoast, Media Play and On Cue names.

Business Need:
In an attempt to improve store efficiency, as well as the accuracy and delivery speed of revenue and inventory information, Best Buy looked to provide Internet access to its Musicland stores. At the time, the stores used phones to communicate internal information. Best Buy enlisted IBM to provide the network infrastructure that initially would provide Internet access to each store and later would support the full rollout of Web-enabled cash registers, which would link to the main Best Buy site in Minnesota.

Solution:
IBM Global Services - Integrated Technology Services (ITS) provided network rollout services in 845 sites across the U.S. These services included the following:
- Installation of a new AT&T Frame Relay WAN connection to Musicland mall stores including Sam Goody, On Cue and Sun Coast stores
- Installation of a new LAN in each of the Musicland stores consisting of a router and switch
- Installation of a new network laser printer in each store
- Provision of IBM Deployment Help Desk and Command Center services to manage and support the stores through the rollout of pilot registers.

The ITS team began by receiving, storing, configuring, testing, labelling and shipping the required equipment to the designated store locations. The team then installed electrical circuitry, extended the WAN from mall closets to store back rooms, and installed and tested CAT5e cable drops and associated patch cables, jacks and boxes.

Onsite help desk support services supported the team during the installation, providing direction and remote assistance as needed and escalating any open problems that remained. An ITS

onsite Command Center took the initial calls from stores, logged the tickets and followed the tickets through issue resolution. As a final step, the ITS team established an asset tracking spreadsheet (report) that recorded all installs for Best Buy tracking purposes.

Benefits of the Solution:
As of May 2002, the rollout of the network infrastructure and selected pilot registers have been completed. Use of IBM rollout services allowed Best Buy to achieve a nationwide deployment on schedule with minimum downtime.

The deployment now allows Best Buy to achieve efficiencies as employees can more readily access product information to manage the business and to respond more readily to customer inquiries.