



# COMPLEX BUSINESS PROBLEMS AND HOW TO SOLVE THEM

# The velocity of change in business leaves no room for hesitation

Companies must quickly and accurately assess which technologies will help them deliver faster, more customized, more efficient goods and services to their customers. Companies and their technology partners must be savvy and flexible to handle the complexities of technology deployments and ongoing management.

No matter the size, scope or area of support needed, Telaid has the unique capabilities to deliver. Explore how we help businesses overcome complex business problems.





### BIG BOX

Driving streamlined supply chain and logistics with the latest technologies and analytics improves customer satisfaction.



### GROCERY

Driving operational efficiency and personalized customer experience positions stores to generate revenue and margin.



### SPECIALTY

Redefining the retail experience requires omnichannel agility and visibility into customer preferences.



### LOGISTICS

Deploying automation and AI solutions on advanced IT infrastructure ensures precision logistics.



### QSR

Shifting operations to meet changing diner demands for pick-up, drive-thru and delivery requires systems that drive efficiency and visibility.



### C-STORES

Meeting new consumer needs while offering convenience, speed and safety requires integrated technology systems.

## NETWORK INFRASTRUCTURE



## RAPID DEPLOYMENTS



## PHYSICAL SECURITY



## LIFECYCLE SOLUTIONS





# NETWORK INFRASTRUCTURE





**Problem:** How do I create cost effective, scalable infrastructure to support a state-of-the-art distribution center that will continue to grow and accommodate new technologies?

**Description:** To support the steady increase in e-commerce sales, one home improvement retailer decided to construct a state-of-the-art direct fulfillment center just outside a large metropolitan area.

**Solution:** A sophisticated wireless infrastructure was required to handle multiple devices including handhelds for inventory scanning, package management, order fulfillment, equipment monitoring systems and laptop computing. Using the most sophisticated wireless network planning software available and Telaid's highly trained wireless infrastructure experts, Telaid conducted a predictive analysis to pinpoint the best location for access points to provide needed coverage while also maintaining security. The predictive analysis enabled the efficient design of a wireless network and saved hundreds of hours of labor required on site with a traditional site assessment.





**Problem:** How can we ensure successful deployment of upgraded critical wireless infrastructure on a tight timeframe?

**Description:** A major specialty retailer needed upgraded wireless infrastructure in all 225+ stores in six months to ensure the successful rollout of new wireless technologies.

**Solution:** Enacting their scalable Proven Process, Telaid quickly architected and trained 20 dedicated teams consisting of more than 100 technicians. Each week, the teams converted 10 stores using proven best practices and quality control checks to ensure everything was properly configured. Over the course of six months, Telaid staged, configured and deployed more than 50,000 pieces of network gear, updated stores with 180 Cat5e drops and rolled out 40 PCs per store. The project was completed on time, enabling this retailer's planned regional grand opening.



**Problem:** How do we rapidly deploy infrastructure to support frictionless checkout with dependable performance?

**Description:** In pursuit of greater efficiency and an optimal customer experience, one large grocery chain decided to pursue autonomous checkout, but did not have the cabling and camera infrastructure in place to support it.

**Solution:** Dozens of IoT sensors and a robust wireless infrastructure were needed to support frictionless checkout. Electrical cabling was needed to support all of these devices and data servers to process the data and transactions. Proper specification and deployment of this equipment was critical. Telaid installed head end equipment and hard wires to power the sensors and extend the HVAC and electrical lines to the server room to ensure proper conditions for optimal server performance. They also deployed cameras and IoT devices for precision data capture.





**Problem:** How can we position our wireless infrastructure to handle quickly-evolving needs in analytics and customer service?

**Description:** A specialty retailer's wireless infrastructure was preventing them from deploying analytics, customer service applications and mobile point-of-sale capabilities.

**Solution:** The retailer decided to upgrade their existing wireless infrastructure with Cisco Meraki's solution, allowing for cloud-based management of the network. Telaar installed 1,270 Meraki switches in 254 locations during off-hours, so as not to disrupt customers' shopping experience. The result has been a wireless infrastructure that is easier to manage and can handle their newly deployed wireless applications.





# RAPID DEPLOYMENTS





**Problem:** How do you quickly enable omnichannel delivery capabilities for a QSR based on shifts in demand?

**Description:** An unprecedented surge in drive-thru traffic during the pandemic resulted in long queues, frustrated customers and compromised brand integrity.

**Solution:** Telaid began by evaluating the QSR's existing technology and drive-thru process, identifying ways to improve efficiency. Based on an evaluation of the QSR's existing technology and drive-thru process, Telaid took action by extending the wireless network to accommodate employees outdoors, who were then outfitted with wireless tablets and headsets to expedite the drive-thru line. Cameras were installed to provide visibility and insight, significantly speeding the rate of customer service and order preparation in the kitchen.





### Problem: How can we reduce installation errors?

**Description:** Equipment was being shipped directly to stores where technicians were configuring the devices on site. This led to errors, installation delays and rework.

**Solution:** Telaid's Store-In-A-Box solution receives equipment at our Technology Solution Center (TSC), staging and pre-configuring it for plug-and-play installation at the store.





**Problem:** How can we increase the reliability of our network and cable infrastructure to reduce problems and troubleshoot errors?

**Description:** Devices on the client's network were subject to issues and outages, causing a surge in the number of trouble tickets.

**Solution:** Telaarid designed a standardized network infrastructure, incorporating consistency and best practices. This more stable environment reduced support call volume by over 75%. In addition to lowering the number of issues, the standardized infrastructure also reduced the time associated with repairs. Typical trouble tickets could be repaired remotely with their own employees and if a tech was required, the time spent recovering the issue was reduced by 50%.







**Problem:** How can we convert in-store health clinics to new brand and infrastructure without disrupting operations?

**Description:** In-store health clinics in one retail store across the country needed to be seamlessly converted to the new retailer's technologies, signage and layout, all without interrupting regular business operations.

**Solution:** Over four consecutive nights, Telaid field technicians worked alongside painters, carpenters, installers and electricians in each store to complete the seamless conversion, step-by-step, then returned on the fifth morning at store opening to ensure that everything was fully functional and operating properly. With excellent project management capabilities and a train-the-trainer approach, Telaid was able to effectively train team after team to scale capabilities for conversion across more than 40 states. As a result, all 554 stores were successfully converted in nine months.





**Problem:** How can I expedite a critical pilot of emerging technology with the option to uninstall if it is not effective?

**Description:** In an effort to drive efficiency and improve the customer experience, one international food and beverage provider sped to pilot an AI solution.

**Solution:** Telaid developed a deployment plan to deliver the customer's current and future needs. The project included precision deployment to allow for complete, accurate video capture at the drive-thru to feed the AI solution. Telaid devised mounting options that would allow for seamless removal of those cameras if the pilot was not effective. They also upgraded infrastructure to ensure seamless data transmission to the cloud.



# PHYSICAL SECURITY





**Problem:** How can we maximize an automated physical security system for an enterprise with no dedicated LP/AP staff?

**Description:** This international grocer needed to maximize physical security with a state-of-the-art system in new stores. They wanted to enable overnight deliveries without having to have staff onsite 24/7. They also needed robust access control that allowed keyless entry by role and capabilities to enable and disable access at any time.

**Solution:** Telaid designed and deployed a fully automated, unified physical security platform including access control, IP video, intrusion detection and keyless entry.

Best-of-breed access control solutions manage access by role and enable remote locking and unlocking of doors for completely keyless stores. Alarms alert managers when doors are left open for more than a few seconds. The solution was so effective that it has been established as the physical security blueprint for future stores.







**Problem:** How can we transition to IP cameras in a cost effective way without completely overhauling infrastructure?

**Description:** One internationally known retailer wanted to outfit a warehouse with new IP surveillance technology but lacked the enormous budget to completely overhaul infrastructure.

**Solution:** Telaïd decided that the customer would achieve the best results by leveraging their existing and proven Coax-based infrastructure to support the new IP surveillance system. Telaïd evaluated the award-winning Phybridge CLEER24 (Coax Leveraged Ethernet Extended Reach) solution. The CLEER24 managed switch transmits data and PoE over any new or existing Coax-based infrastructure with up to 6,000 ft (1,830 m) reach capabilities – 18 times the reach of standard PoE switches. After testing the solution, Telaïd found CLEER24 to be effective, affordable and high performance.





**Problem:** How can we cost effectively get better video quality?

**Description:** This logistics provider needed to access better video without completely replacing legacy cameras with IP cameras and infrastructure.

**Solution:** By leveraging existing cabling, TELAID was able to remove only the head end and cameras, replacing them in 2 days, delivering HD quality video quickly and efficiently while reducing time and installation costs. The HD video provides sufficient quality to achieve their business objectives using video.





**Problem:** How can we better protect high value merchandise while offering great customer service?

**Description:** A specialty retailer needed to keep high-value merchandise in secure displays, while still easily accessing it for interested customers.

**Solution:** Well-versed in the benefits of keyless security, TELAID installed access control technology that enables appointed associates to open glass display doors remotely. The system provides a record of when and who accessed the display plus enables easy access management when employees are hired or leave.





**Problem:** How can we ensure our physical security infrastructure is as cost effective as possible?



**Description:** Security was a priority for a leading logistics provider designing a large, new facility. The team had outlined a comprehensive physical security solution including IP video with integrated access control along with intrusion detection, all managed via a single video management solution (VMS) interface.

**Solution:** Upon reviewing the RFP, Telaid recognized that the infrastructure requirements were carried over from facilities that had used IP and analog cameras along with access control. Telaid experts knew they could achieve the same high performance, highly secure environment with less infrastructure, fewer devices and less labor. Telaid shared ideas that would allow the client to reduce equipment, labor and installation time, while still offering state-of-the-art security. In three months, Telaid deployed more than 250 cameras, 40 access-controlled doors, dozens of intrusion detection points, and the VMS. The revised plan saved tens of thousands of dollars and has become the new standard for facilities.



# LIFECYCLE SOLUTIONS





**Problem:** How can I supplement my IT team to ensure uptime and accommodate aggressive growth?



**Description:** One QSR needed to scale their IT capabilities, streamline new store openings and ensure uptime in their locations. This restaurant group requires an integrator partner that handles complex deployments, critical upgrades, and a range of technology support services across a growing number of locations nationwide. Over the past few years, their IT team sought external support to keep pace with the demands of a rapidly expanding store footprint nationwide.

**Solution:** TELAID is responsible for deploying critical technologies in new restaurants as they go live. TELAID also proactively supports the group's critical in-restaurant technologies and offers on-site break/fix support when needed. Devices are always warehoused, and can be pre-staged, configured, kitted and shipped from the Technology Solution Center, providing comprehensive IT support when and where the client needs it.



**Problem:** How can we reduce lost and/or delayed equipment to the stores?

**Description:** This specialty retailer purchases technology equipment from several sources to get the best pricing, but some vendors do not ship on time or deliver complete orders. Equipment was shipped to store during off hours, when only contractors were on site, and was often lost or stolen.

**Solution:** Through the Technology Solution Center (TSC), Telaid was able to receive all equipment from disparate vendors, consolidate and kit for specific stores, shipping it for just-in-time delivery to meet technicians at the store.





**Problem:** How do I offload requests for new employee device set-up to free my IT team for more strategic endeavors?

**Description:** An onslaught of new employee provisioning requests resulted in a growing burden on already strained IT resources. Storing laptops and hardware was using valuable office space.

**Solution:** Telaid formulated a solution leveraging the Technology Solution Center (TSC) and ServiceNow.

Telaid integrated with the retailer's ServiceNow instance to create a seamless flow of information, requests and reports. With a core stock of typical hardware items maintained in the TSC, hardware can be pulled, configured to the new employee's needs, packaged with company's welcome gear and mailed to the new employee.





**Problem:** How do we reduce wear and tear on unprotected sensitive electronic components and reduce replacement costs?

**Description:** Electronic components for HDMI video system were sitting atop low display shelving, unsecured and were easily pulled out of place thereby stressing connections when display TVs were changed (every 30 to 60 days).

**Solution:** Telaïd designed a solution whereby all components and cabling are securely fastened to boards and boards are secured to the display shelving. All boards are assembled in the TSC to ensure quality and consistency. As a result, failure points have been significantly reduced, resulting in increased reliability and fewer service calls.





**Problem:** How can we cost effectively manage technology assets throughout their life, ensuring proper disposal at end-of-usefulness?



**Description:** The process of uninstalling defective equipment, assessing the nature and extent of the problem, managing data destruction, reordering new equipment or delivering a spare for use during repair was proving a time consuming task to one beauty retailer's IT department. They needed a resource to help manage equipment repair, reconfiguration, warehousing and reinstallation to keep stores up and running with minimal disruption.

**Solution:** Telaid's Technology Solution Center (TSC) and Nationwide Field Dispatch Services offered a complete support solution including warehousing, staging and configuration, asset receipt and evaluation, data removal, next-day replacement delivery and equipment shipment and re-deployment or certified asset disposal.

# GET TO KNOW TELAID

If you need a partner who can help you deploy critical technologies in an efficient, expedient and cost-effective way, contact Telaid today. We have helped 8 of the top 10 retailers deploy complex, multi-site solutions, all while reducing time, task, cost and risk.

Contact us today to see how we can help you advance your business with technology.

There is no substitute for experience – we have been around since 1981!

More than 380,000 technology devices are processed and shipped through our Technology Solution Center (TSC) each year.

Telaid's TSC can handle nearly 800 devices concurrently for configuration, ensuring efficiency and speed.

98.8% on time delivery of projects.

5 locations for full, national coverage.

## Price or precision?

You no longer have to choose between the two.

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