

## PROJECT OVERVIEW

**Retail Market Segment:** In-Store Advertising

**Project Name:** Consolidation of in-store advertising equipment for grocery stores

**Completion Time Frame:** Several phases. Last phase: 280 sites in 8 weeks

**Number of Locations:** 450 total to date

### **Customer Objective**

To find a vendor who could effectively consolidate equipment from a number of sources into location specific kits.

### **CrossCom National Advantage**

Experience in retail, expert consolidation services, ability to provide an end-to-end solution for consolidation, installation of consolidated equipment, and post-installation service.

## PROJECT SCOPE

### **Project Management**

Project management involved tracking equipment arrival, consolidation of kit components per site, serialization of appropriate parts, and coordination of kit shipping with installation schedule.

### **Consolidation**

CrossCom National received approximately 120 pallets for the last phase. Each pallet was broken down and separated into store-specific kit quantities. The equipment included plasma televisions, poles over 10 feet long, and other large and/or heavy items. Individual store kits were assembled, palletized, and shipped into the field for installation. CrossCom National also managed the Return Material process for material that is not needed or changed in the field.

## SUMMARY

This project is ongoing, and CrossCom National continues to successfully provide consolidation service for each phase of the project. The company has also provided installation and maintenance for these products, resulting in a more cost-effective end-to-end solution for the customer.