

Genesis ATS provides equipment procurement, inventory management, complex staging and professional installation services for a Global Retailer's Network Transformation.

Genesis ATS Case Study -
Global Telecom Carrier



The global retailer operates food retail stores in the **United States, Europe, and South East Asia**. The store formats include supermarkets, convenience stores, online deliver, pick-up points, hypermarkets, specialty stores and gasoline stations. There are 22 brands in the family serving approximately **50 million customers** each week. As of July 2016, the company operated **6,500 grocery and specialty stores**.

Challenge

The Global Retailer needed a complete revamp of their Voice, Data and Wi-Fi networks in order to become a leader in Digital Retailing. The sheer volume and physical locations throughout the eastern United States demanded a high volume, high quality level of services over a sustained timeframe. In parallel to the new Network Transformation, the Legacy Network required advanced maintenance services during the transition from the old to the new.

Solution

Genesis ATS and Global Telecom Carrier (GTC) engaged with the Global Retailer's engineering and integration teams to define the optimal IT network and telecom solution for their grocery stores.

Genesis ATS was awarded the contract for procurement of hardware, staging, kitting, cabling, stand up installation and Day 2 support for over 800 grocery stores in the East / South East region of the United States.

Genesis ATS provided new equipment from Original Equipment Manufacturers (OEM's) including Cisco, Aruba, Vertical Phone Systems and Cradlepoint. The Genesis ATS Professional Services Team implemented IntelliNet™ for sparing and onsite technician maintenance services for an agreed upon response requirement.

The Global Telecom Carrier is a Fortune **100 company** and is the largest wireless provider in the U.S. The company has more **than 177,000 employees in 150 countries, and more than \$131B in annual revenue**. Global Telecom Carrier (GTC) designs, builds, and operates networks, information systems, and mobile technologies for enterprise and government entities around the world. The global retailer is one of GTC's largest clients.

Results

The Genesis ATS installation of IT network and telecom equipment to over 800 grocery stores has provided the global retailer with optimized customer engagement through Digital Retailing.

The customer experience includes customer loyalty recognition, enhanced awareness of brand preferences, push notifications of discounted items and accelerated counter check out at the point of sale.



Genesis ATS completed all installation services in December 2016. IntelliNet™ sparing and maintenance support will be provided for a 5 year period.

In support of Global Telecom Carrier and the Global Retailer, Genesis ATS supplied the IT Network and Telecom equipment, staging, kitting, delivery, installation, turn up services and ongoing sparing and maintenance support for over 800 grocery stores.



Genesis ATS:

Austin Texas

Genesis ATS Global:

Amsterdam, Netherlands

Genesis ATS Korea Limited:

Seoul, Korea

Genesis ATS:

Hong Kong

www.genesis-ats.com



About Genesis ATS

Genesis ATS is an equipment and service provider to Fortune 500 and major carrier customers both across the US and internationally.

Genesis ATS's "lifecycle" approach covers key core areas:

The company starts by providing new, pre-owned and surplus IP network, telecom and mobility workforce solutions (WWAN/WLAN) from the world's leading OEMs.

Next, the company provides true lifecycle management solutions and professional services (e.g. Design & Consultation), from install/decommission, forward & reverse logistics, field engineering and network transformation services, to IntelliNet™, the intelligent alternative to OEM sparing & maintenance programs.

Finally, Genesis ATS closes the loop with specialized asset valuation & recovery and disposal/recycling services, ensuring maximum financial return on excess network assets or disposal according to the highest international standards.

Leading Industry Quality Standards:



Headquartered in Austin, Texas, Genesis ATS partners with top tier manufacturers to be a global provider of network, mobility, and full life-cycle solutions. Genesis ATS specializes in best in class OEM partnerships, complete asset management and investment recovery services. Genesis ATS aligns itself with industry leaders to provide clients with complete and customized technology solutions.