



Rollouts Covers Nearly 7,000 Sites in 45 Days

Scope of Work	Menu Board Install
Geography	Nationwide
# of Sites	6500+
Timeline	45 days

Client Overview

Our Client offers "one-stop shopping" design and manufacturing services for a wide variety of visual identification products. With sales of over \$110 million, they are recognized as a major designer and manufacturer of point-of-purchase displays and indoor, outdoor and neon signs, serving the Automotive, Banking, Brewery, Convenience Store, Liquor, Lodging, Petroleum, Quick Service Restaurant, Soft Drink, and Tobacco industries.

End-User Overview

Our client's customer is the world's leading food service retailer with more than 30,000 local restaurants serving 46 million customers each day in more than 100 countries. System-wide revenues exceed \$15 billion per year.

Critical Business Issues for End-User

The restaurant was preparing a major youth marketing campaign that tied into a merchandising event. An essential element was "eye level" menu information geared specifically to this campaign; however, with 85% of its restaurants locally owned and operated, a massive coordination effort amongst disparate installation technicians and the company's hundreds of franchisees made simultaneous changes across large numbers of sites impractical without a complete renovation of the primary menu board.

Critical Business Issues for Client

Our client had designed a point-of-purchase "light box" addition to their customers existing menu structure, along with a set of installation procedures. The challenge now was to recruit and manage a sufficient number of trained technicians to meet the installation deadline. In order to gauge the effectiveness of upcoming promotions, and to minimize system-wide disruption, the customer wanted the signage installed in over 7,000 sites within a six-week period. At the end of the installation, Our client was unlikely to have sufficient work to keep this large team employed.

Reasons for Critical Business Issues

In addition to the large number of physical sites, there were to be five different signage designs

installed pursuant to four different installation configurations. This made pricing a complex and difficult process because our client did not yet have the technicians on staff to deliver the required installation services. Once the entire plan was agreed to, each permutation of installation configuration was going to require advance approval by their customer, a step in the process that had the potential for creating schedule-busting problems that could jeopardize the entire project. If our client hired the hundreds of technicians' necessary to meet this aggressive timetable, they were likely to face the prospect of layoffs at the conclusion of the project, making "honest" recruitment difficult, and increasing total project costs significantly.

The Rollouts Solution

Rollouts was called upon to develop a fixed-price implementation plan for the project, to include staffing and management of the rollout. In addition, Rollouts was asked to obtain the individual installation configuration approvals from the customer's headquarters prior to each installation. The goal for our client was to be able to deliver the signs to each site, with Rollouts "taking it from there." Rollouts assembled a team to conduct several pilot installations prior to the major rollout. Installation processes defined by our client were tested and validated, along with several updates to their processes. Rollouts' project management team developed the scheduling and internal reporting structure to implement the aggressive installation schedule.

End Result

At the height of the project, Rollouts was managing over 300 installations *per day*. At the end of the project Rollouts had installed menu boards at nearly 7,000 sites in 45 days! The project was completed on time, which allowed for the successful launch of customer's marketing campaign.

Quote: *The breadth and depth of Rollouts' onsite capabilities is awesome. They always have plenty of technicians wherever we need them. Even more importantly, Rollouts takes interpersonal skills at the field level very seriously; we rarely have problems with their techs. Finally, the fact that Rollouts takes care of all onsite management issues frees us to focus on our customer, making sure they are getting the products and services they need from us.*