



30 NEWLY ACQUIRED STORES ACROSS 14 STATES CONVERTED IN ONE NIGHT

BELK

/// CASE STUDY



EDS, an HP company, helped Belk integrate 30 Parisian stores into its network virtually overnight, without ever having to close its doors to customers. The newly converted stores were fully operational by 8 a.m. the following day, three hours before stores opened for business.

CLIENT PROFILE

www.belk.com

Belk, Inc. is the nation's largest privately owned department store company.

Industry:

Consumer Industries & Retail

Stores: 307 in 16 states

Founded: 1888

Business Need Addressed:

Growth

"EDS' performance was fantastic. We converted 30 stores in one night and were basically back to business as usual a week later."

Donna McCoy
Director of Infrastructure
and Strategic Direction
Belk

Belk set out to bring 30 Parisian stores into its fold in just one night

When department store trendsetter Belk Inc. acquired the Alabama-based Parisian retail chain, the company wanted to make the transition as seamless as possible for customers. Yet to effectively convert 30 retail locations across nine states without customers noticing would require meticulous management of every detail from cash registers to back-office systems and workstations.

Belk entrusted leadership of the IT aspect of the conversion to EDS. In a near flawless orchestration of multiple vendors, systems and nearly 650 people, EDS integrated all 30 stores into the Belk network in just one night, without ever having to close store doors.

EDS ensured smooth, seamless cutover without closing business

EDS began by building new voice and data networks in all the Parisian stores, implementing all routers, switches and wireless networks in all locations before cutover night. Then under EDS' leadership, the entire Belk IT team, including multiple vendors, worked to upgrade and convert Parisian's existing infrastructure. This involved transitioning 1,720 cash registers, 132 printers, 323 computers, as well as wireless scanners and item locators.

Once the groundwork had been laid, EDS conducted an exhaustive pilot program across each store, running mock credit and debit card transactions, returns, calls, item scans and testing back-office equipment. In several stores, EDS managed two cutover simulations to ensure the readiness of all technologies, processes and communications for the actual transition. At the same time, EDS worked with Belk management to train Parisian store managers and employees on the Belk systems and equipment. All of this would ensure a swift and smooth cutover on conversion night.

Services featured

- Network Management Services

"We just completed the systematic conversion portion of our Parisian acquisition with all Parisian stores converted to Belk systems on March 3. EDS was supportive in that process even to the extent of allowing the EDS account executive to step outside of his role to become the IT leader for the Parisian conversion. We've received all kinds of compliments from the division and regional personnel about the leadership provided by EDS."

Roddy Kerr
Chief Information Officer
Belk

Overnight conversion delivered 99 percent functionality from day one

After stores closed for business on March 3, 2006, EDS rolled out the IT conversion across Parisian's 30 retail stores virtually overnight. Completing the project in record time, EDS converted the last location three hours before stores opened on Sunday morning. Not only was the conversion project fast, systems operated at over 99 percent functionality from day one.

Nothing attests to the success of the project more than the fact that the newly converted stores generated fewer service tickets in the first week than Belk's other stores. In fact, many customers hardly noticed that anything had changed at all.

As Belk's network provider, EDS continues to assure the company's stores operate at full capacity with the flexibility to grow and evolve along with the retail industry.

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