

SUCCESS STORY: OPTIMIZING LIFE CYCLE MANAGEMENT FOR A GLOBAL RETAIL GIANT

OVERVIEW: A FORTUNE 50 HIGH-VOLUME DISTRIBUTION GIANT

AB&R has become a vital strategic partner for a Global Membership Warehouse Club, managing the life cycle of over **30,000 mobile assets** across hundreds of locations. AB&R serves as a strategic extension of their IT infrastructure, providing deep system integration and comprehensive life cycle management that has allowed the account to triple in scale over the last five years.

CHALLENGE

This retail giant managed a massive, geographically dispersed device fleet with limited on-site IT support creating critical operational risks:

Operational Inconsistency

Non-standardized setups and fragmented firmware versions led to security risks and software incompatibilities upon device arrival.

Costly Operational Downtime

Standard repair cycles paralyzed mission-critical member services and warehouse productivity.

Traceability and Compliance Hurdles

Complex requirements for mapping specific serial numbers to individual cost centers were necessary for tax and liability purposes.



SOLUTIONS

AB&R implemented a comprehensive, zero-touch Managed Services model:

Integrated White-Glove Staging

Full localization, including store-specific time zones and application pre-loading, for immediate operational uptime.

Firmware Version Control

A mandatory interception process **synchronizes all devices to the enterprise-approved version** following any hardware repair.

Hot Spare Program

Management of a ready-to-ship asset pool facilitates **overnight replacements**, bypassing the traditional repair window.

Real-Time Infrastructure Management

Direct MDM connectivity enables **high-level asset visibility** and positions AB&R as a proactive extension of the client's technical support team.

RESULTS

Shifting to a proactive lifecycle management model provided the high-level visibility and rapid recovery speeds necessary to support the client's aggressive international expansion.

Proven Scalability

Demonstrated the ability to grow in lockstep with a Tier 1 enterprise, tripling the business footprint within five years.

Mission-Critical Uptime

Eliminated multi-week repair delays by delivering **replacement-ready assets in under 24 hours**.

Strategic Lifecycle Alignment

Synchronized Zebra device roadmaps with client refresh cycles to eliminate technology gaps and ensure seamless hardware transitions.

