

Park Place Technologies **Future-Proofs** **Hardware Maintenance** for a Leading Omnichannel Retailer

CASE STUDY

CHALLENGE

For over 15 years, a large omnichannel retailer has relied on Park Place Technologies for hardware maintenance covering over 30,000 assets across its multiple data centers. This retailer consistently faced significant issues with OEM support, including long resolution times, costly system downtime, and resource gaps for hardware replacements in key locations.

The customer's operations team eventually brought these concerns to Park Place representatives and asked if we could support its entire infrastructure: "It would be great to have support from you starting Day 1, right out of the box." The customer knew that Park Place support could save critical time that, when quantified, would save money in the long run as well. The concerns created an opportunity for Park Place to expand our services.

OUR SOLUTION

Listening closely to the customer's needs during regular strategy sessions, we adapted our Day 1 Support offering and launched a new initiative:

1. **Day 1 Support:** Park Place provides a proactive solution to onboard and support new x86 systems immediately upon purchase, ensuring faster service and reduced downtime from Day 1.
2. Park Place also proposed taking over full support for all x86 asset eliminating reliance on OEMs entirely. This approach would simplify operations, reduce costs, and improve service metrics.

"The only way to meet their desired service metrics was for Park Place to sweep the floor and take over everything. We were up to the challenge."

Zak Miller, Park Place VP of Sales.

Park Place Technologies

To save the retailer as much time as possible, Park Place utilized its unique ticketing system, Central Park, to integrate with the customer's monitoring system, enabling seamless automation and faster issue resolution ... a capability unmatched by any OEM.

Zak Miller, Park Place VP of Sales, reflected on the strategy: "The only way to meet their desired service metrics was for Park Place to sweep the floor and take over everything. We were up to the challenge."

RESULTS

When the retailer renewed its contract with Park Place, it adopted Day 1 Support for all new x86 systems and extended Park Place's coverage to its entire fleet of assets. Key outcomes included:

continued ••• →

Cost Savings:

Eliminated \$2-3M in annual downtime costs and reduced operational expenses.



Improved Service Metrics:

OEM resolution times were reduced from 10-30 days to 3-5 days, meeting internal IT and cloud performance targets.



Operational Efficiency:

Streamlined hardware maintenance with a single trusted partner, avoiding the need to hire additional resources or engage other service providers.



Future Scalability:

Simplified contract terms made it easier and more cost-effective to onboard 5,000-10,000 new systems annually.



“Our solution wasn’t just about fixing today’s problems—it was about future-proofing their operations. The customer pushed us to innovate, and we delivered.”

Glen Bien, Park Place Account Manager.

Park Place Technologies

By addressing the retailers' challenges head-on and evolving alongside their needs, Park Place solidified its role as a critical partner in the client's IT infrastructure.

PARK PLACE TECHNOLOGIES

Park Place Technologies is your global data center and networking optimization firm. We help you and more than 21,000 clients optimize data center budgets, productivity, performance, and sustainability so you can think bigger – and act faster.

Our industry-leading and award-winning services portfolio includes Park Place Hardware Maintenance™, Park Place Professional Services™, ParkView Managed Services™, Entuity Software™, and Curvature Hardware sales.

For more information, visit ParkPlaceTechnologies.com.