

Case Study

Industry: Retail

Foot Locker, Inc.

Project: New data/voice cabling infrastructure

Major challenge: Pan-European sites/
Euro introduction



The background.

Foot Locker, the world's leading retailer of athletic footwear and apparel, operates 3,600 stores in 14 countries. The company was planning the launch of a flagship store in London, as well as a mass store rollout in Europe.

While planning these new stores, Foot Locker faced an unusual challenge: the January 2002 conversion to the Euro currency. This conversion not only affects the point-of-sale (POS) systems but also every aspect of doing business. Systems were needed that could handle the change easily and be used in stores throughout Europe. So the company had to factor in the conversion while planning the rollout.

Based on a recommendation, Foot Locker contacted Black Box about working on the London store. Foot Locker stressed how important it was to have a system that was technologically advanced and adaptable to change, could handle the Euro conversion, and would complement the forward-thinking retail concepts being introduced in the new stores, including multimedia presentations.

The flagship store.

Foot Locker awarded Black Box the job for the new London store. The companies met to discuss the system requirements, and Black Box came up with a design for the new data/voice networks, including a new, advanced POS system.

The Black Box team installed systems that would enable the stores

to trade normally when the new notes and coins arrived. The staff only had to press one button to convert the sale into Euros.

The installation was completed by the deadline, and the new store opened on schedule. Now that the installation's complete, the Black Box engineers provide on-site and telephone support as needed.

The European rollout.

The London Foot Locker team was so impressed with Black Box's approach to the project, efficient deployment of the installation, and the post-installation support, that it recommended Black Box to be involved with the European store rollout.

Black Box then completed the structured cabling systems in pilot stores in the Netherlands, Belgium, Spain, France, and Germany. All these stores feature the same advanced POS system as the London flagship store. This project then led to the installation of data/voice and POS systems in 300 stores across 11 European countries.

One of the primary reasons Foot Locker chose and continued to use Black Box as its infrastructure services provider was the success of the flagship store in London.

Foot Locker was impressed with the Black Box installations. The company wanted to create a stimulating atmosphere in its European Foot Locker stores to promote the sale of footwear and apparel.

"With Black Box providing a fast, efficient, and glitch-free POS system, every store can match this vision," said Mike Connell of Foot Locker, Inc.

"The Black Box system saved us time and money because it was geared for future change. The conversion to the Euro was made simple, thanks to the excellent work by Black Box. Throughout the installation period, the Black Box team worked quickly and efficiently. I was happy to witness their problem-solving abilities. The fact that their support continued after the work was done impressed me even further."

Mike Connell, Vice President, Information Systems, Foot Locker, Inc.



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