

## Case Study

### Global Retail Giant Accelerates Technology Refresh with HighPoint

A leading global sportswear and apparel retailer with 70,000+ employees and 450+ stores across EMEA needed to modernize store technology to improve efficiency, enhance consumer experiences, and reduce its carbon footprint.



## Challenges

The retailer faced major hurdles:

- Aging infrastructure across 200+ stores
- Severe delays in hardware procurement
- Failed refresh attempts with previous vendors
- Strict compliance standards and rigid architecture
- Limited overnight upgrade windows (7 PM – 10 AM)

## Solution

HighPoint partnered with the client to design a store refresh program that delivered speed, accuracy, and sustainability. Key actions included:

- Developing a joint “Store Refresh Playbook” for consistency across stores
- Introducing automation to accelerate hardware setup and reduce errors
- Providing rapid procurement and logistics expertise
- Managing full lifecycle deployment, from staging to installation
- Ensuring sustainable disposal and recycling of retired equipment

## Impact

The client experienced significant improvements:

- Refresh time reduced by several hours, minimizing disruption
- Store upgrades doubled (from 2 to 4 per week)
- Project running 2.5 months ahead of schedule
- Responsible recycling program reducing carbon emissions and waste
- Stronger consumer experiences with improved in-store technology

*“Together, we have achieved what many believed would not be possible. We had tried it with other vendors in the past and it failed (more than a few times). ... With all of you in the delivery teams at HighPoint, because of your knowledge, ability, commitment, openness to learn, and understanding of what we are trying to achieve, we have delivered beyond expectations. ... We have proven that with the right people and partnerships, we can achieve anything together. Thank you for everything over the last 12+ months. It has been an incredible journey and we are well on track to achieve what we planned for this fiscal year and the next.”*

## Key Achievements



2x increase in store refresh speed (2 → 4 stores per week)



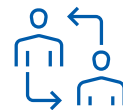
Project 2.5 months ahead of schedule



Reduced downtime during store upgrades



Responsible e-waste management and carbon savings



Strengthened partnership for long-term success