



## AMI AssetTrack Customer Solution Case Study

### The Container Store®

The Original Storage and Organization Store®

#### Industry

Retail

#### Employees

4,000

#### Assets under management

20,000 nationwide

#### Headquarters

Dallas, TX

The Container Store, founded in 1978, is the nation's leading retailer of storage and organization products, offering innovative and multi-functional items designed to simplify one's life, save space and ultimately, save time. The company is celebrating 30 years as the originators of the storage and organization category of retailing. The company has 46 locations across the country. The Container Store has been named to FORTUNE magazine's list of the "100 Best Companies to Work For" year after year.

Based in Dallas, The Container Store has run CA Unicenter Service Desk for several years to manage their 20,000 IT assets. The Container Store has grown on average by 15 to 20% per year and has approximately 4,000 employees. They experience an average turnover rate of only 10% per year – amazingly low compared to the retail industry average that approaches 100% annually.



## AssetTrack extends Unicenter Service Desk to provide fast, accurate barcode data collection.

"We were trying to achieve automation and integration, and AssetTrack met those needs. We download asset data from CA Unicenter Service Desk to the handhelds, collect field data using the handheld's scanner, then upload the data back into Service Desk – it's all very streamlined with virtually no key-strokes required."

- Jason Shockley, IT Asset Supervisor, The Container Store

### The Container Store before AssetTrack

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Typically, asset management activities are shared by personnel who have other responsibilities. Without automatic data capture tools, however, asset management was often a full-time job. Before AssetTrack, asset managers would create separate Excel spreadsheets for each IT asset lease schedule. Like most companies that conduct manual inventories, personnel would print out the Excel worksheets, walk around corporate headquarters with clipboards and pencils, and fill in asset data.

"Then, we would manually enter each piece of data into CA Unicenter Service Desk," said Judy McGrath, IT Lease & Purchasing Manager for The Container Store. "When we were done with headquarters, we would call each store and ask someone to walk around and fill in the blanks on their spreadsheets. This was extremely manual and time-consuming.

"In addition, keying errors were a problem. Every time the lease cycle was up, we were never happy with the accuracy," Judy continued. With new stores opening every month, asset management wasn't getting any easier.



Asset Management International

[www.assetmgi.com](http://www.assetmgi.com)

The Container Store is somewhat unique in retail in that they lease much of their IT equipment. Because of their 2-to-3-year swap cycle, it is critical they accurately capture and track asset data on all their PCs, laptops, docking stations, monitors, IP phones, access points, routers, servers, and printers. While The Container Store has more flexibility in their contract, most IT Asset leasing companies require “serial number to serial number” exchange when swapping out old hardware for new, with penalties for non-compliance.

Contributing both to the company’s steady growth and their industry-leading employee retention rate is their well-defined corporate philosophy – a philosophy encompassed in their Seven Foundation Principles. These guiding principles drive every decision The Container Store makes for their customers, vendors and employees.

Number three on the list of Foundation Principles is the 1=3 principle. It states that 1 GREAT PERSON = 3 GOOD PEOPLE (in terms of business productivity). In other words, the right people with the right tools can be three times as effective. With automation, employees are free to do more value-added activities that ultimately contribute to the overall customer experience. The Container Store saw AMI’s AssetTrack as a way of automating asset data collection and streamlining data integration, thereby improving accuracy and achieving greater efficiencies. For The Container Store, efficiency is a driving force in achieving their 1=3 principle.

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## Why AssetTrack

“We were meeting with a consultant about improving our use of CA Unicenter Service Desk,” said Judy. “Jason and I essentially described AssetTrack when describing our ideal solution. We all knew there was a great need for automating the data flow in and out of both CA Unicenter Asset Portfolio Management and CA Unicenter Service Desk.

“The next day I opened my e-mail and there was an e-mail from AMI. The e-mail described AssetTrack and how it works with CA. Jason and I immediately called the consultant and said ‘This is it. This is exactly what we need.’ We called AMI and scheduled a demo.”

“We were trying to achieve automation and integration, and AssetTrack met those needs,” said Jason Shockley, IT Asset Supervisor for The Container Store. “We download asset data from CA Unicenter Service Desk to the handhelds, collect field data using the handheld’s scanner, then upload the data back into Service Desk – it’s all very streamlined with virtually no keystrokes required.”

## Implementation

“AMI did a great job. Training and support have been terrific. We were up and running in three days. AssetTrack is really intuitive. During the training Judy and I kept saying to each other ‘Hey, this is easy,’” said Jason.

In addition to the ITAM group, The Container Store’s operations group – the people who manage deployment of equipment and system integration – have embraced AssetTrack as well. “It was a good fit all the way around,” said Jason.

## AssetTrack In Use

The Container Store describes their time savings as “enormous.” Faced with the daunting process of manual data collection and cumbersome data entry, establishing an accurate baseline inventory was virtually impossible. Now, they are able to create an accurate IT asset baseline inventory with ease, speed and confidence. “We can create an inventory of each department by walking through, pointing and shooting,” said Judy.

“With AMI’s AssetTrack, we were able to use our existing inventory of Symbol handhelds. When it’s time for asset data collection in a particular store, we remotely load AssetTrack onto the store’s handheld scanners and they’re ready to start collecting asset data,” said Judy.

AMI’s license agreement is based on number of assets, so The Container Store isn’t charged for installing the software on additional handhelds or creating new user accounts. This easy-to-manage licensing model allows AssetTrack customers to scale up and down the number of users and handhelds for special projects.

## The Bottom Line

“We are definitely fans of AMI and AssetTrack,” said Judy. “Thanks to AMI and AssetTrack, we have renewed confidence in our data quality, and asset data collection and asset tracking are fast and easy.”

“While it’s too early to talk about ROI, we know our productivity is up,” continued Judy. “We know that working with our leasing company, swapping old IT assets for new will be a breeze. More importantly, we are able to confidently analyze and run reports on the full spectrum of asset data collected, allowing us to make better asset procurement and service decisions, and to stay in compliance.”