

### Pulse IT and Carphone Warehouse



#### Background

The Carphone Warehouse, the largest independent European mobile phone retailer have partnered with Pulse IT, an IT service provider, to oversee all the IT requirements for the Carphone Warehouse Ireland.

The Carphone Warehouse currently has 55 stores throughout the country with an expansion plan that will see a further 20 stores opening in 2007. The company began with its first store in Grafton St, Dublin in 1996. Remarkably there is now an outlet in each major town, currently employing 375 increasing to 450 with the extra stores.

#### Challenge

Prior to the appointment of Pulse IT the Carphone Warehouse sourced all their IT requirements and services from providers in the UK. As the company began to grow in Ireland it seemed more feasible to look at sourcing their IT

requirements locally.

Commenting on the partnership Colm Byrne, Head of IT Carphone Warehouse Ireland, stated

***“IT is my number one priority when opening a new store. Sourcing this service from a local reliable IT company was paramount to the continued success and expansion of the company”***

#### Management

Pulse IT will oversee all technical requirements for new shop openings along with upgrading hardware and services in existing stores. The company will also have a strategic role in sourcing and managing the hardware in the roll out of the remaining stores opening in 2007.

***“Our knowledge in retail has allowed us to take complete ownership of all IT requirements for the Carphone Warehouse. We will be working as partners in their organisation”*** states Derek Byrne, Sales Manager Pulse IT.



#### Solution

Part of the IT plan moving forward is to install cash drawers, printers and high speed scanners in new outlets and upgrade older hardware in existing stores. Pulse IT will continue to source their hardware from local distributor PC Cubed whom they have worked closely with over the last number of years.

As all stores have a high throughput of customers, the reliability of the point of sale equipment is essential to the efficient running of the business. The latest in scanning technology, the Metrologic Voyager scanner, is the chosen solution as it is renowned for its scan speed and reliability.

The Carphone Warehouse aim to provide the best customer experience in store along with expert after sales service, providing the best range of handsets and accessories. With Pulse IT’s experience the partnership is sure to be a success.



#### For more information

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