



MTI PROVIDES COMPLETE SUPPORT TO O2

Customer Case Study: O2

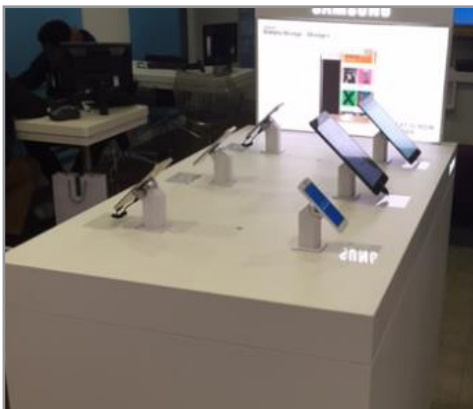


CUSTOMER:

O2 Telecommunications Company

INDUSTRY:

Retailer of Consumer Electronics



BACKGROUND

MTI has been the primary security supplier of live Mobile devices within O2 retail in the United Kingdom for over 4 years. MTI provides complete support to stores from order through to installation and aftersales support.

TIMELINE

2013 and before

- MTI began to support O2 with 2 stores protecting all devices
- MTI began to rollout as approved O2 supplier
- UK Warehousing facility added to support
- New bespoke riser designed for O2 stores as a result of collaboration
- 150 Stores are installed
- Local parts support with engineers added

2014

- 325 stores installed
- Approx. 22,000 positions now protected by MTI

2015

- Installed throughout O2 Estate (90% complete)
- Collaborative relationship on OEM brand projects (including just in time response)
- Local stockholding and support through "One stop shop" O2's in house call center

RESULTS

Geo View:

- MTI provides all security solutions for O2's expanding electronics section from phones to portable Bluetooth products, headphones, tablets and mobile broadband sticks. MTI is a preferred service partner for security support as well as technology and project initiatives

Engaged Opportunities:

- Retail Merchandising:
 - Full stores refresh (Connected store)
 - Brand projects
- ArmorActive:
 - Brand Kiosk pilot (Q Management)
- Service:
 - 2016 Refresh and NSO execution

Growth:

- Instore Q Management (ArmorActive)
- Cabinets and Drawers (product dependent)
- Peg Hook accessories
- Continuity service contract