



## TARGET EXPANDS ELECTRONICS WITH MTI

Customer Case Study: Target



**CUSTOMER:**

*Target*

**INDUSTRY:**

*Mass Merchandiser*

### BACKGROUND

MTI has been the primary security supplier of live CE devices within Target retail in the United States for over 10 years. Up until 2014, this consisted of live camera displays, however was expanded in 2014 with Target's initiative to upgrade their Electronics department in all stores. MTI has also expanded our service relationship beyond supporting MTI product – and now includes technology installations ranging from new store set ups to TV walls to instore digital signage.

### TIMELINE

#### 2014

- Selected as Target's security partner for electronics expansion
- Executed all new E&E, FOS and Express store installs (90K positions)

#### 2015

- Selected to deploy all electronics fixtures in Target's E&E stores, Express Stores, NSO's and City Targets
- Provide consolidation services for Target's strategic initiatives
- Execute service plan to execute on major transitions in camera's, tablets and mobile phones
- Selected as strategic partner in Target's San Fran "Open House" initiative Expanded into new categories merchandising speakers, wearables and wireless headsets
- Selected to secure and execute installs in connected statements for Sprint, AT&T and HTC
- Chosen to deploy kiosks to enhance customer experience in high focus growth areas



### RESULTS

#### Geo View:

- MTI provides all security solutions for Target's expanding electronics section. MTI is a preferred service partner for security support as well as technology and project initiatives

#### Engaged Opportunities:

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



#### Growth:

- Price Matching Kiosk (ArmorActive)
- Cabinets and Drawers
- Continuity service contract

