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“Möbius Partners is top notch.”

Rent-A-Center Buys Into a Better IT Solution

Since its founding in 1986, Rent-A-Center has provided a flexible, affordable way for consumers to purchase name-brand furniture, appliances, computers and electronics. Rent-A-Center has taken its rent-to-own concept from the company's 16 original stores and expanded it into more than 3,000 stores serving all 50 states, the District of Columbia, Canada and Puerto Rico.

As the company has grown, so has the scope and importance of its information technology (IT). From point-of-sale terminals in retail stores to end-to-end supply chain management, Rent-A-Center increasingly relies on its IT infrastructure to ensure efficiency across all facets of its far-flung operations.

Challenge: Optimize Every IT Decision

Over the years, Rent-A-Center had relied on a variety of vendor partners to help the company address its IT needs. That began to change in 2007, when Elliot Pierron joined Rent-A-Center as its Data Center Manager. “My message to my staff was that we had too many HP vendors and we couldn't be as effective because of it,” says Pierron. “We needed to align ourselves with a single partner so we'd get increased value and service.”



Overview

INDUSTRY

- Retail

CHALLENGES

- Increasing reliance on IT for all facets of operations
- Growing number of stores and expanding geographic territory
- Proliferation of vendors providing IT products and services

SOLUTION

- Form strategic partnership with single vendor capable of providing comprehensive support and cost-effective solutions

RESULTS

- Collaborative partnership creates better continuity and consistency
- Möbius Partners allows RAC to leverage full breadth of HP technology solutions
- Streamlined IT infrastructure, training and daily processes

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Impressed with HP's full breadth of cost-effective solutions, Pierron chose to work with HP partner Möbius Partners because of the company's highly-trained technical resources, exceptional responsiveness and close proximity to Rent-A-Center's Plano, Texas headquarters.

Solution: Collaborate, Communicate and Build IT Value

The first order of business for this new working relationship was to hold weekly face-to-face meetings with team members from Rent-A-Center, Möbius Partners and HP. These roundtable interactions provided a forum for sharing ideas, discussing solutions, and ultimately establishing a sense of camaraderie and open communication, according to Möbius Partners' regional sales manager Buck Jones.

For Rent-A-Center, the value of this partnership has translated into more efficient and effective IT solutions across the board—from implementing new HP PolyServe products and HP Blade server and storage technologies to improving day-to-day processes.

For example, Pierron's team had roughly a month to implement and launch a new infrastructure for the Centralized Purchasing Retail environment. Thanks to the closer ties with Möbius Partners and HP, he was able to accelerate the procurement process and actually beat the installation schedule by a week. “It would have been very difficult to accomplish this project in that aggressive timeframe without Möbius Partners and HP,” says Pierron.

Mobius Partners' support extends beyond implementing HP solutions to include helping with training resources



as well as providing recommendations to improve equipment ordering and installation processes, according to Pierron. “We have business challenges and projects with quick turnaround times. Their Solutions Architect offers suggestions on configurations and makes sure we don't buy more or less than what we need.”

Results: Invest for Long-Term Success

“Rent-A-Center has come to recognize IT as a strategic asset for growth,” says Pierron. “Mobius Partners knows our environment and infrastructure, and as a result can more effectively reach out to the right HP resources and help us out. Because they have a bigger picture in mind, they can deliver tremendous value to both HP and to us,” says Pierron. “I look forward to our continued partnership with Möbius Partners to help us continue to identify and implement the right technology to meet our tactical and strategic business needs.”

“This partnership with Rent-A-Center is a great example of the value Möbius Partners adds for customers every single day,” says Jones. “We have the expertise and ability to make diverse technical recommendations and address a wide variety of their needs, so the strategic value we are providing is high. Our dedicated team has been able to work closely with Rent-A-Center to help the company continually monitor its business and operations environments and select the right HP technologies, training and services to fit its evolving needs.”