

Under Armour – Retail Network, Security & Analytics Infrastructure

Executive Summary

Systembuilders delivered a full-scope retail technology deployment for Under Armour locations, supporting operations, security, and analytics.

Full Project Scope

- Structured cabling and equipment rooms
- Network racks and PoE switching
- Wireless access point deployment
- IP surveillance cameras
- EAS security systems
- Customer traffic counting and analytics

Infrastructure Deployment

Enterprise-grade racks were installed, dressed, and labeled. Network equipment was configured to support security, POS, and analytics systems.

Security & Loss Prevention

Camera and EAS systems were deployed to reduce shrinkage and improve loss prevention effectiveness.

Data & Analytics Enablement

Traffic counters provided actionable insights into customer behavior, dwell time, and store performance.

Operational Outcome

Under Armour received a standardized, scalable infrastructure enabling improved visibility and operational control.