

# **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.