



CASE STUDIES

Company

GameStop
3,738 Retail Store Locations

Former Lock Program: Core Swap

Reason for Conversion

In 2000, GameStop Loss Prevention began researching a restricted key management program that could help standardize their locations' key control, improve concerns about key duplication, and was not tied to a sole-sourced proprietary solution from a servicing vendor. After reviewing several different suppliers, they felt InstaKey had lock hardware compatible for retrofit and a software tracking solution that could help standardize their key control program.

Budget Acquisition

Loss Prevention elected to secure all doors with InstaKey and initiated the first prototype locations to test the rekeying procedures. Loss Prevention and InstaKey personnel collaborated on the roll-out procedures and educational materials. Within 90 days of the prototype installations, Loss Prevention reviewed the program and provided funding approval to move forward for New Construction and As Needed rekeying for existing locations.

Implementation Strategy

Loss Prevention and InstaKey personnel provided in-person training, conference calls, and education materials for Store Management prior to installation. InstaKey supplied cores and keys directly to store management, so they could provide the core swap without locksmith assistance. Each Rekeying Kit is held on site in the safe for immediate use, when necessary.

Through attrition to date, 3,738 locations have been converted. In addition, InstaKey has been implemented in their Corporate Offices and Distribution Centers.

On-Going Program Benefit

Currently, Loss Prevention regularly monitors order status, shipment tracking confirmation, and key serial number verifications through SecurityRecords.com software. Loss Prevention also utilizes the software reporting to verify current locations installed with InstaKey, if they have the rekey kit on site, and are operating in compliance with designed company policies.

After ten years and numerous retail competitor acquisitions (FuncoLand, EB Games, Babbages, etc.), Loss Prevention, Facilities, and Store Operations are very satisfied with the InstaKey Program.