



Retail Development

Fast-growing retailer standardizes on OxBlue:

Northern Tool is a fast-growing retailer of construction equipment and other building products. Opening new stores as quickly and efficiently as possible is a key priority. After realizing the enhanced command and control made possible by the OxBlue systems, Northern Tool has standardized on OxBlue webcams for all its new store projects.

“Your service delivers a great snapshot of the daily activities on our jobsites. The images provide valuable information that enables us to plan and adjust our schedule, address various issues on site, and save countless travel days and expense.”

John K. Rose, VP Real Estate & Facilities
Northern Tool & Equipment Company

Example of how OxBlue Construction Cameras send information back to Northern Tool & Equipment about all of their ongoing projects



Exterior of NT&E store build-out



Interior sequence of NT&E store build-out



Benefits of OxBlue Construction Cameras in Retail Development

- Better forecasting and scheduling accuracy
- Accurate reporting of project status
- Improved project accountability
- Reduced time to action
- Accurate as-built information
- Greater communication and efficiency

About OxBlue: OxBlue is a leading construction camera service provider, giving numerous Fortune 500 companies the hardware, connectivity and expertise to enable constant access to jobsites through high-resolution, time-lapse, Web-enabled construction camera images. OxBlue’s cameras connect people on and off site, and help measure variables such as labor, risk, quality and materials. The cameras provide accountability and increase communications between construction companies and clients.