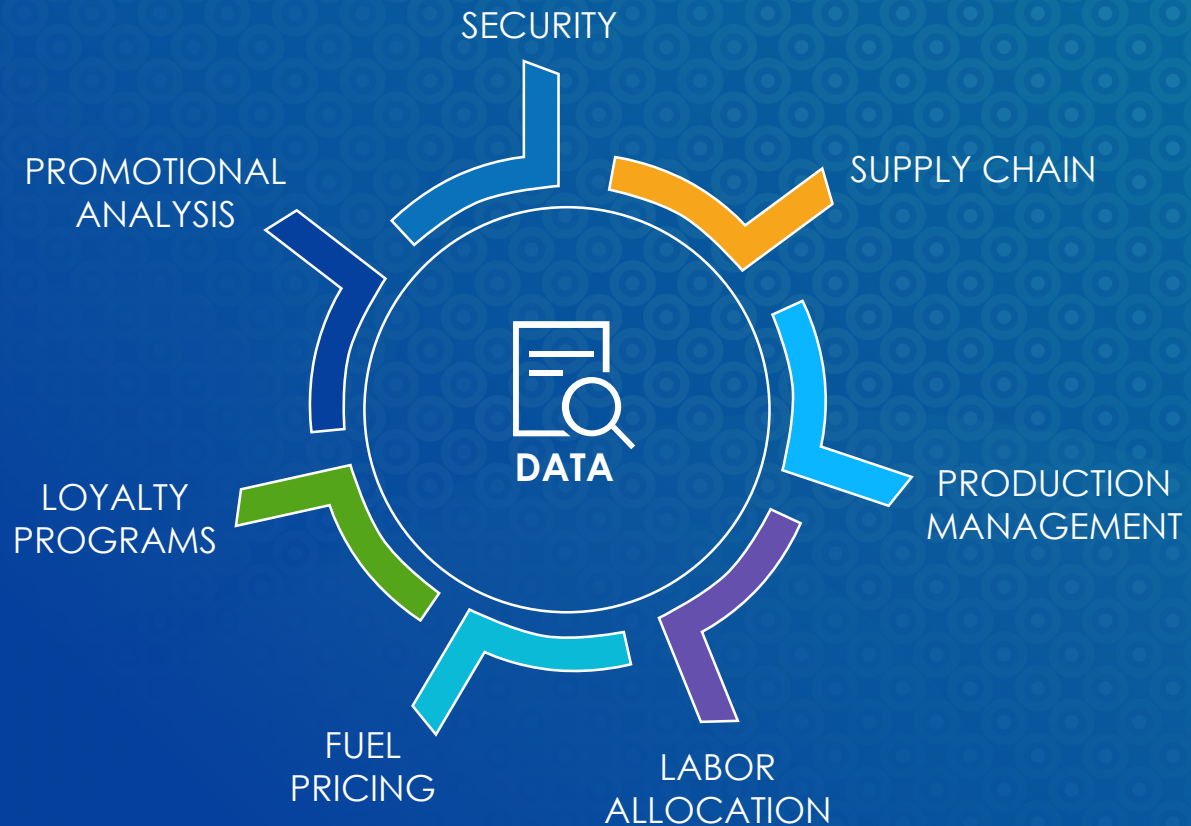




Unlocking Hidden Value in Your Investment





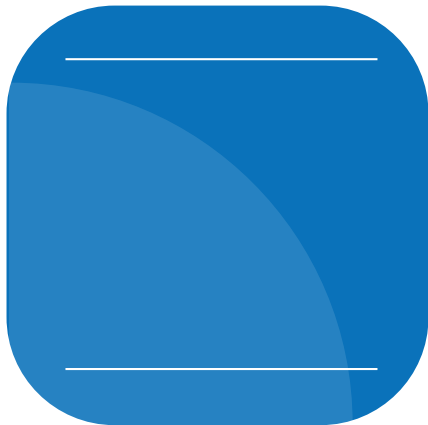
If you're not measuring what's going on in your store and understanding what's happening from a data perspective, you probably don't know how much money you're leaving on the table.

So, how do you uncover the opportunity areas where you didn't even know you could make more money?

The convenience retail industry has moved into the "digital age," but what does that really mean?

Are you leveraging data to get the most value out of your investment?

Dive Deeper into These Topics



Identifying the Right Technology Platform and Tools

With the right tools, your data becomes the foundation for fact-based decision-making. And, [adopting a data-driven strategy](#) can increase your competitive edge.

But what's the benefit of having a digital ecosystem? It's the ease of data collection from a variety of channels.

With the right platform and tools, you can make immediate improvements with incremental investment—reducing overall inefficiencies, improving profitability, and saving time.

The value resides in the data and can help you better understand what's going on in your store.



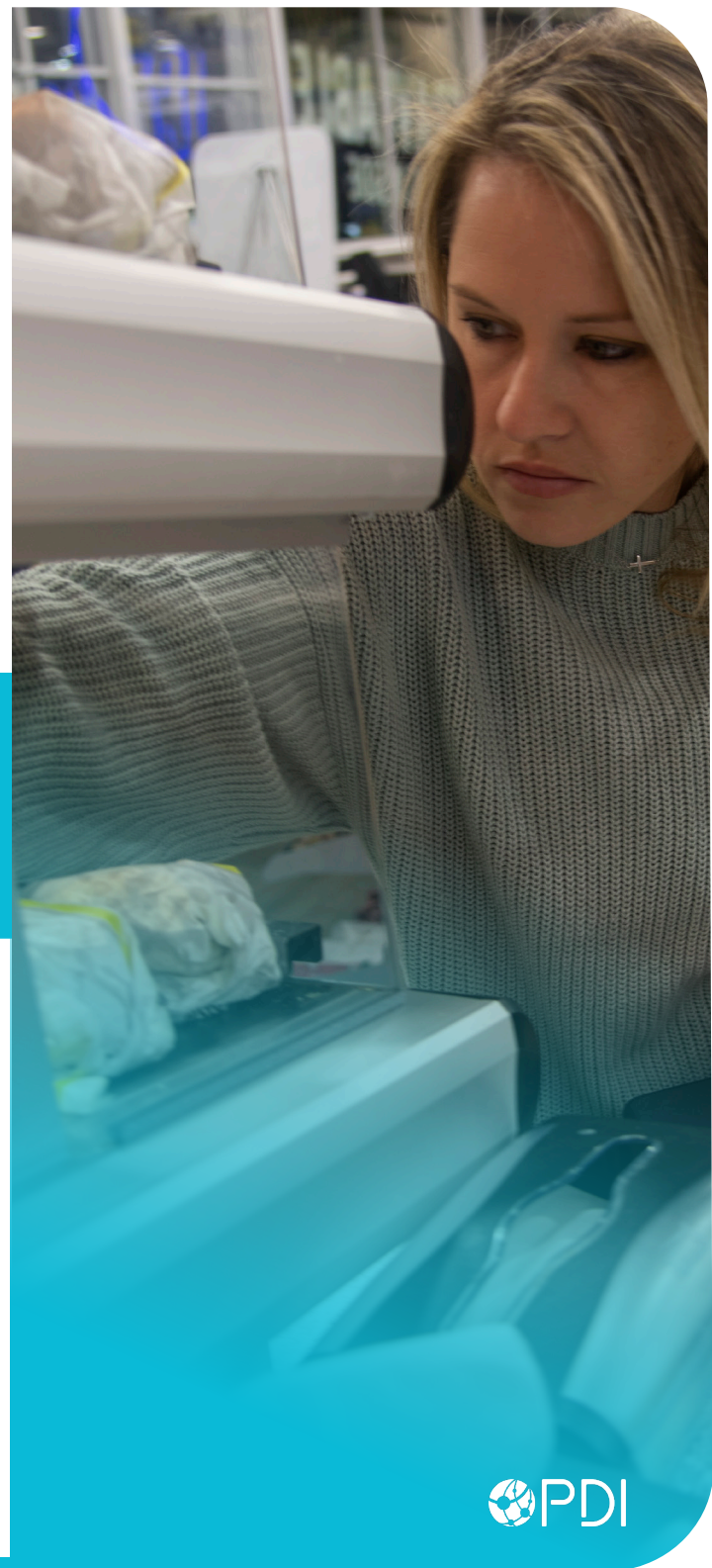
Streamlining Operations with a Robust ERP System

Using a [robust ERP system](#) helps retailers manage daily store-level operations—from optimizing petroleum inventory to implementing workforce processes and running your back office.

If you're using a high-quality ERP system for your daily business operations, you're already collecting data and doing so with a high degree of integrity. In other words, when you start using the data for other functions, you can be confident that it's accurate and reliable.

Your [system](#) is the fundamental source of all transactions. It gives you the ability to report on your findings and finances, process invoices, conduct transactions, etc.

With all this data and the right system to process it, you can achieve your expected ROI by providing one version of the truth and end-to-end visibility across your operations—saving you time, improving your sales, and helping you focus on your customers.



Managing Your Supply Chain More Effectively

How can you run your business successfully if you don't understand what's actually selling in your store?

It starts with managing your supply chain and inventory.

If you don't order the right products, you can't advance to any of the other steps—which means you won't have your labor allocated correctly. You'll already be losing sales before you even get started.

Smaller retailers rely on the store manager to manually take inventory in the store. This leads to order inaccuracy, because a store manager is only there for some subset out of the 24 hours the store is open.

Without an efficient way to order inventory, you could end up ordering unpopular products that your consumers don't want.

To maximize your investment, ordering must be a data-driven decision. But, how do you know what data to leverage to make these decisions?

Are you accumulating daily item sales, and are you doing intelligent replenishing against your suppliers? Leveraging [auto-replenishing tools](#) allows retailers to reorder inventory if it's low.

When you start using data to make purchasing decisions, not only do you minimize out-of-stock items, but you maximize in-stock position and sales as a result.



Leveraging Operational Tools

Where else can you leverage data to improve your business operations?

The next step would be looking at your journal data—production management, labor allocation, and promotional analysis.

Production management (like your foodservice operations) is data-driven. Retailers need the extra angle in the data to show what time the demand occurs, not just the day.

When you analyze data down to the day and time, you can do heat mapping for demand (also known as traffic forecasting).

Traffic forecasting is great to use when [maximizing foodservice operations](#). Looking at the data helps you understand what categories are growing and which aren't.

If you offer fresh food options throughout the day, you want to be able to analyze the data to see which food does best at which time.

Are you a morning store that drives coffee sales? Or, are you an afternoon store that drives after-work traffic?

Once you determine that, not only are you improving your production management, but you're also reducing waste.



Saving Time and Optimizing Labor Scheduling

If you aren't analyzing the data, you won't know what's causing the issue, because you aren't comparing labor allocation to peak store hours.

That would be unfortunate, because labor costs are the largest cost for retailers. That's also why understanding how you're managing your hours (benchmarking) is so important.

When you start leveraging [data and tools to schedule employees effectively](#), not only will you have the right number of employees in your store, but you'll improve the customer experience as well.

However, customer experience is not only about what items or fresh food options you offer in your store. It's also about creating a personalized experience. This is where promotions and promotional analysis come into play.



Using Data to Run Effective Promotions and Loyalty Programs

Personalized offers drive better margins, but how do you know when you're running a successful promotion?

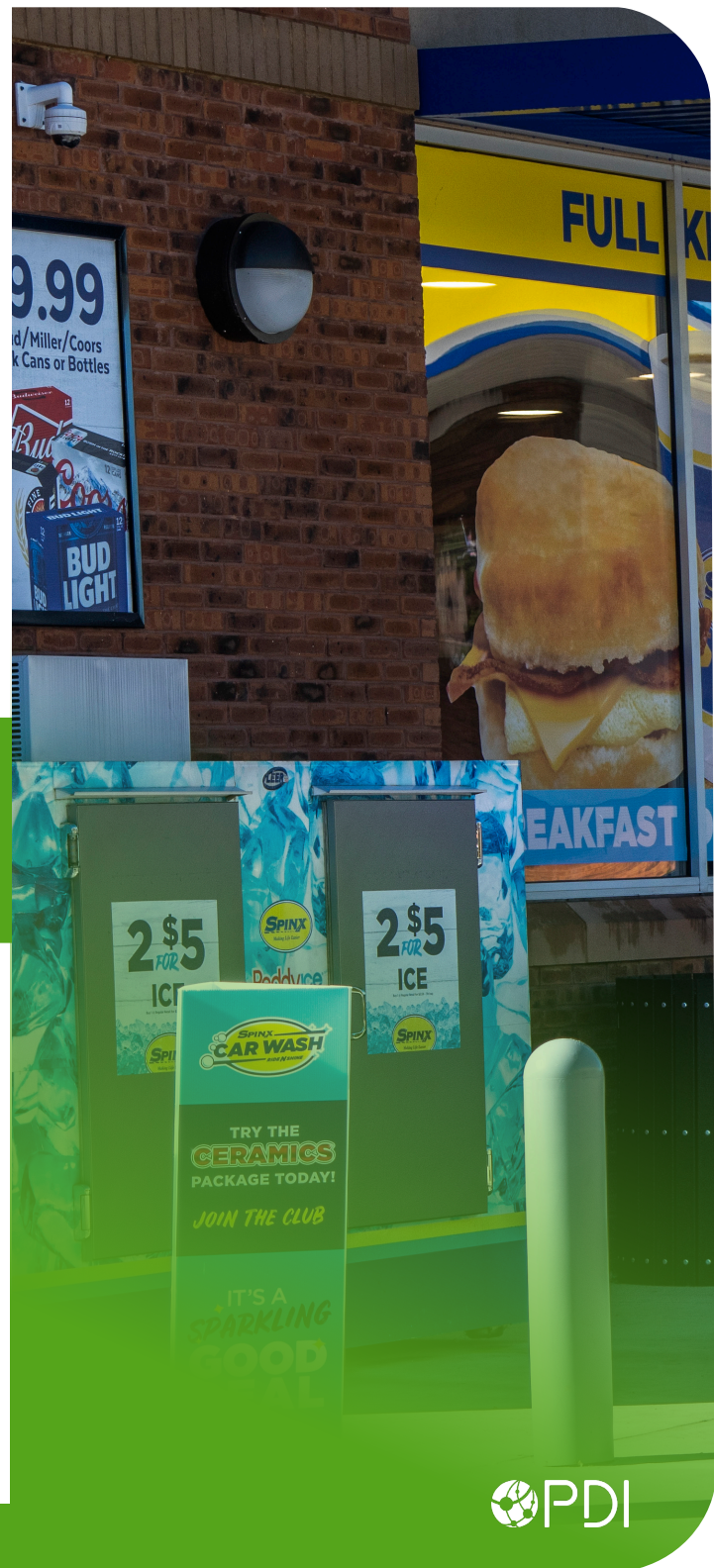
The only way to know if a promotion or loyalty program is successful is by examining the data.

If you've been running a promotion for a year, **leverage that data** to help plan your next promotion, so it's most optimal from a profitability standpoint.

Leverage your loyalty program's data to push relevant, personalized offers to your customers to incentivize consumption.

Did you recently launch, or are you looking to launch a loyalty program? If so, have you analyzed the data?

With the **right tools and platform**, you can see what customers purchase and when. And from there, you can create a personalized experience that will keep customers coming back and drive sales to your store.



Optimizing Your Fuel Pricing Strategy

Successful loyalty programs in the convenience retail industry tie in to fuel discounts and savings, but do you know how loyalty programs affect fuel prices?

A large percentage of fuel, up to 25% for retailers, gets sold for less than the regular sale price.

Without the right data, how are you supposed to optimize your fuel pricing?

If you're not using an analytics tool or looking at your store's fuel sales data, you can't effectively price fuel compared to the c-store across the street.

Today, many retailers are turning to [AI and machine learning](#) to set prices dynamically to maximize margins and fuel sales.

With an [intelligent fuel pricing solution](#), you can view store sales relative to your competitive pricing and understand that unlocking the power of data leads to more effective pricing and maximum profitability.



Strengthening Your Cybersecurity Posture

When you realize just how vital data is to your success, you'll understand why protecting it is so critical.

With a massive increase in ransomware and other sophisticated cyberattacks in the convenience retail marketplace, the stakes are higher than ever to prevent a data breach.

However, if you're like most retailers, your expertise isn't in IT security.

That's why more retailers are [relying on managed security services providers](#) to deliver 24/7/365 coverage for their systems and data assets.

By supplementing your own IT efforts with managed services, you gain access to state-of-the-art security tools, advanced threat detection, and experts ready to respond at a moment's notice to keep your data—and business—secure.



Finding the Value in Your Data

Unlocking value in your investment is all about finding the value hidden in all the data that your operation is churning out on a daily basis.

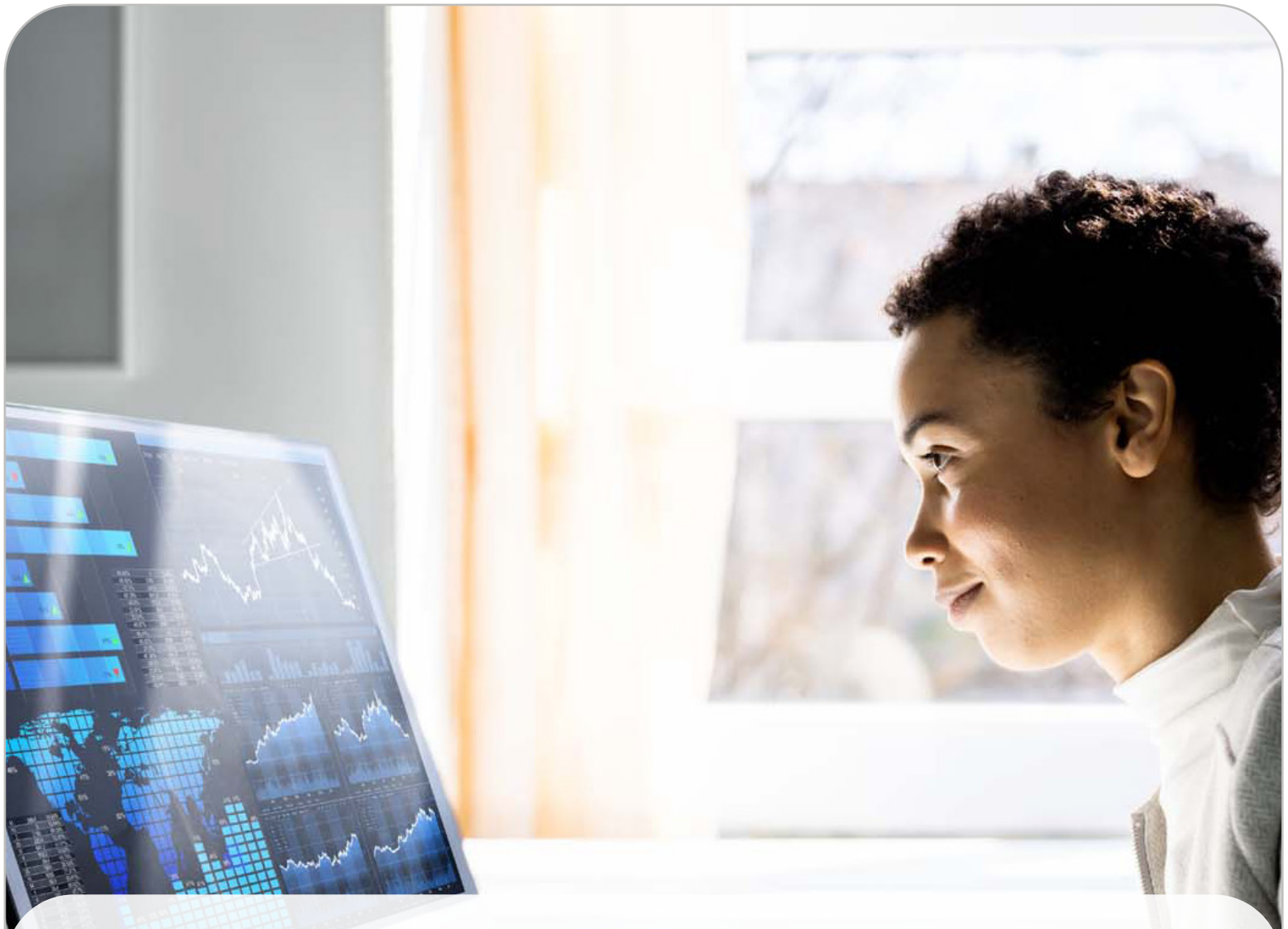
When you're collecting data with a high degree of integrity, it's more reliable and trustworthy. By turning that data into actionable insights, you can operate your stores more efficiently, reduce costs, have products at the right place and the right time, create more targeted promotions/loyalty programs, optimize pricing, and increase security.

So, how do you accomplish all of this? By finding the right partner to help you analyze and put your data to work.

It's essential to find [a partner](#) that can provide the right tools to make your business more successful as you leverage your data to get the most out of your technology investment.

Learn more at
www.pdisoftware.com





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