

**NACSSHOW.2019**

PIAA PEI CONEXXUS

Atlanta / Oct 1-4, 2019  
Georgia World Congress Center

*How do we stay fresh, and ahead of emerging trends and competitors?*

# IT as a Strategic Partner



**Influencers**

Wednesday October 1, 2019 8:00am

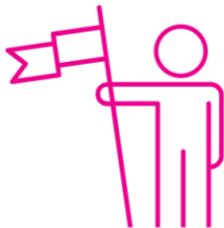
**WE CAN**

**CONEXXUS**



## Inspirational, forward thinking thought leadership

*How do we stay fresh, and ahead of  
emerging trends and competitors?*



**Influencers**

You look outside the  
c-store channel for ideas,  
examining alternative growth  
opportunities.

# Presenters



**Ed Collupy**  
Executive  
Consultant  
W. Capra  
Consulting Group



**Tom Dransfield**  
IT Director  
Kent Kwik  
Convenience  
Stores



**Ed Dzadovsky**  
Vice President,  
North America IT  
Circle K Stores  
Inc.

# Presenters



**Sorin Hilgen**  
Chief Technology  
Officer  
Cumberland  
Farms



**Jim Wenner**  
Vice President  
Information  
Technology  
Sheetz

**After  
This  
Session  
You  
Can...**

1

Contrast instances within your organization where IT invites the rest of the organization into the IT decision making process, and vice versa

2

Create a written IT Plan/Strategy

3

Empower your team to be leaders within the organization

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# Engaging the Business

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# Engaging the Business

- **Get out of the office**
  - **Sheetz is Retail and Distribution**
- **Benchmark business and IT culture & monitor**



# Engaging the Business

- **Business understands \$\$**
  - Charge back vs. Show back
- **Give the business options**
  - They are a key part of the decision making process
- **Business understands RISK**



# Engaging the Business

- Use Business Analogies
  - What can Ryder do vs one of our Drivers to their tractors?



# Engaging the Business

- **Use Business Analogies**
  - **Site permitting (2 months to 2 years)**  
**= System Design**



# Engaging the Business

- **Have a written IT plan/strategy**
  - **Communicate it often**
  - **Get feedback on style / content / readability**
  - **Use visuals**
  - **Be consistent**
  - **Show changes and pivots**



# Engaging the Business

- **Have a written IT plan/strategy**
- **Use Business Analogies**
- **Give Business options – they get \$ and RISK**
- **Know the Culture**
- **Get out of the Office**



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# Engaging the Business

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# In Lockstep with Business Strategy

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# Improve Customer Experience (CX)

## Journey Mapping

*Awareness / Purchase / Service*

## Value

*Brand Building / Increase Sales / Repeat & Loyal Customers*

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## How to Tackle

---



Everyone  
is Responsible



Create Emotional  
Connection



Capture & Act  
on Feedback



Measure

## Data

*The word's most valuable resource*

## Data, Analytics, Insights

Data Lake, Data Warehouse, Data Mart

AI / ML

Self-Serve (Agile)

# IT Modernization

(Technology & Process)



**Agile Process  
& Technology**



**In-Store  
Technology**



**Supply Chain  
Technology**



**Mobile  
Technology**



**Analytics  
& Insight**



# In Lockstep with Business Strategy

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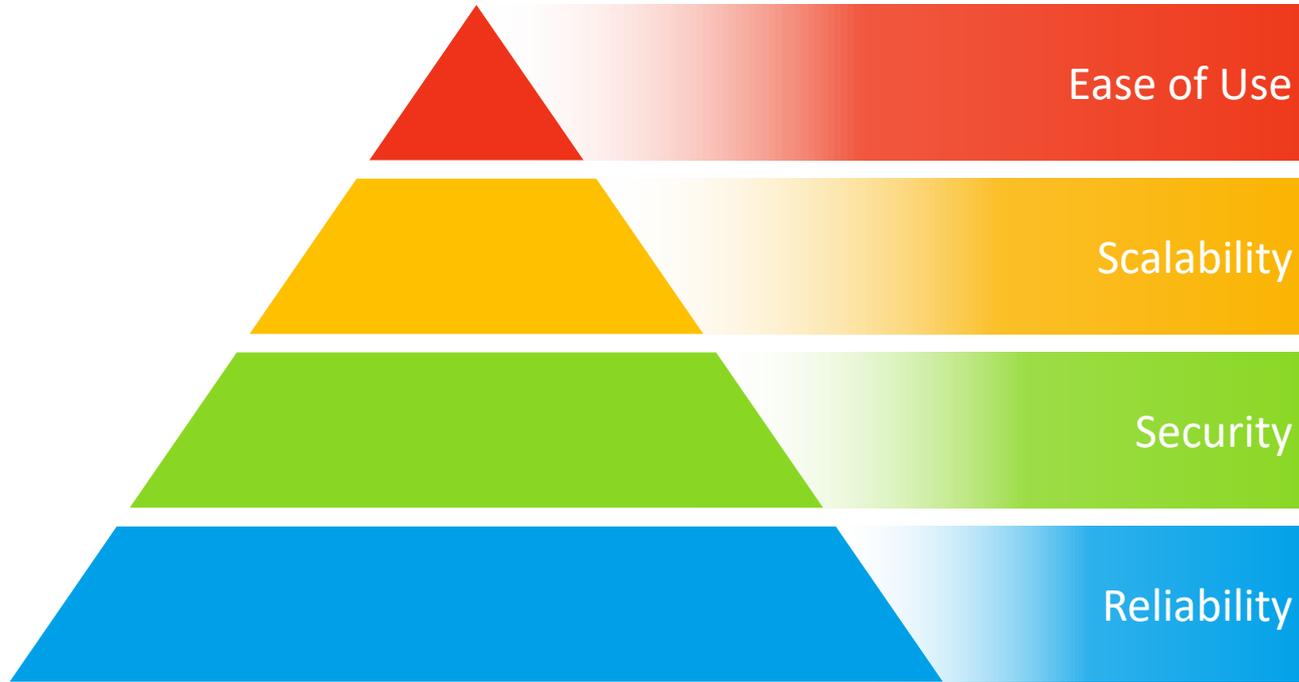
# Prioritizing Balance

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# Prioritizing Balance



**KENT  
KNIK**

# Ease of Use

“Easy” is subjective

Who is your user?

- *Administrator*
- *Power User*
- *End user*



**KENT  
KNIK**

What happens when technology is too cumbersome or difficult to use?

- Adoption can stall
- Support cases increase
- Home brewed solutions
- Sales loss, when customer facing

**KENT  
KWIK**

# Reliability

- Reliable technology impacts every corner of our business
- Are you more likely to recall when technology works or when technology doesn't work?
- How can we reduce the frequency or mitigate the damage of a bad experience?

**KENT  
KNIK**

## How I try to sleep better at night

- Stay in contact with third-party support vendors to ensure they're following acceptable practices
- The principle of least privilege
- Assume there are users with enough knowledge to bypass countermeasures
- Encourage security as a culture with the business

**KENT  
KNIK**

# Scalability

- When the business focuses on growth it doesn't want to double support
- Cloud services make scalability easier to reach for SMBs
- Automate and enhance processes

**KENT  
KNIK**

# Prioritizing Balance

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# Transforming the Business

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**Transformation** is creating new ways  
to **LIVE, WORK AND PLAY**

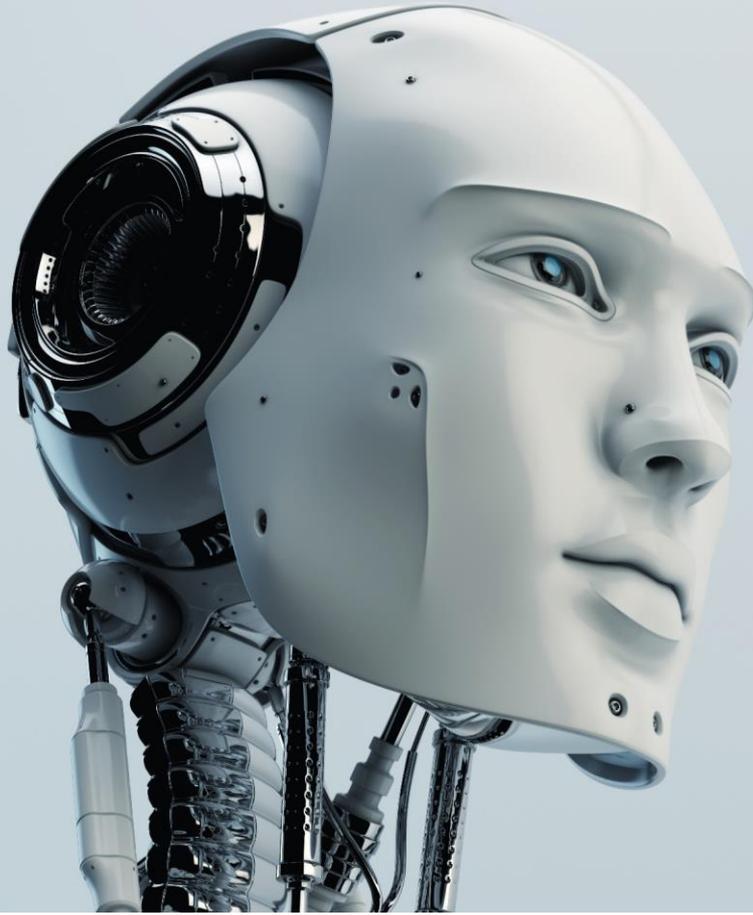
A man with a beard and short brown hair is wearing a black and white VR headset. He is looking to his left with a slight smile, and his right hand is raised as if interacting with a virtual environment. He is wearing a light blue t-shirt. The background shows a modern kitchen with white cabinets and a dark countertop. A window with a grid pattern is visible on the left.

**100 million customers will shop  
in augmented reality by 2020**

**CIRCLE K**



**Renault uses virtual reality to test drive new designs without any physical prototypes**

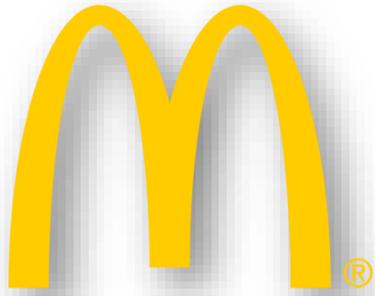


By 2020 the  
average person  
will have more  
**conversations with  
robots** than with  
their spouse.

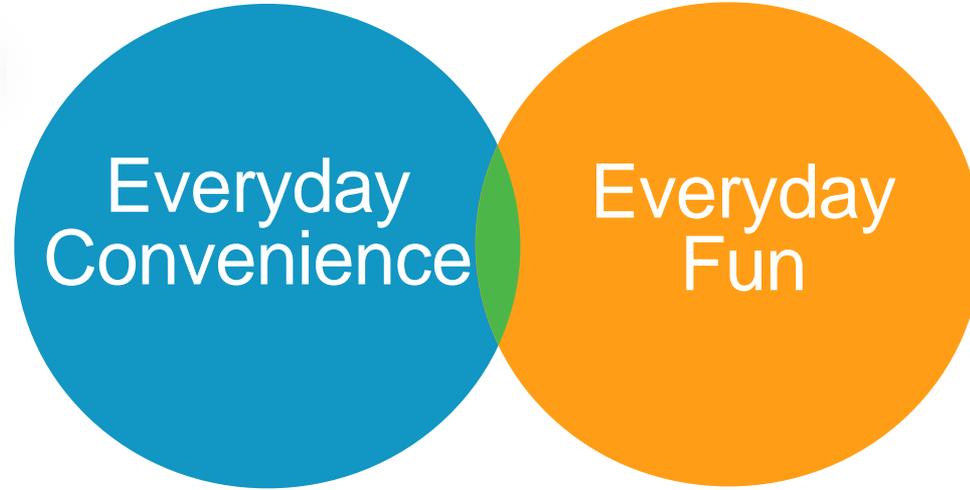
**Digital is not just a marketing channel or a fad...**

**It is changing the way we do business and engage with customers**





## Digital Vision



Bring an entirely new level of  
**everyday convenience and fun**

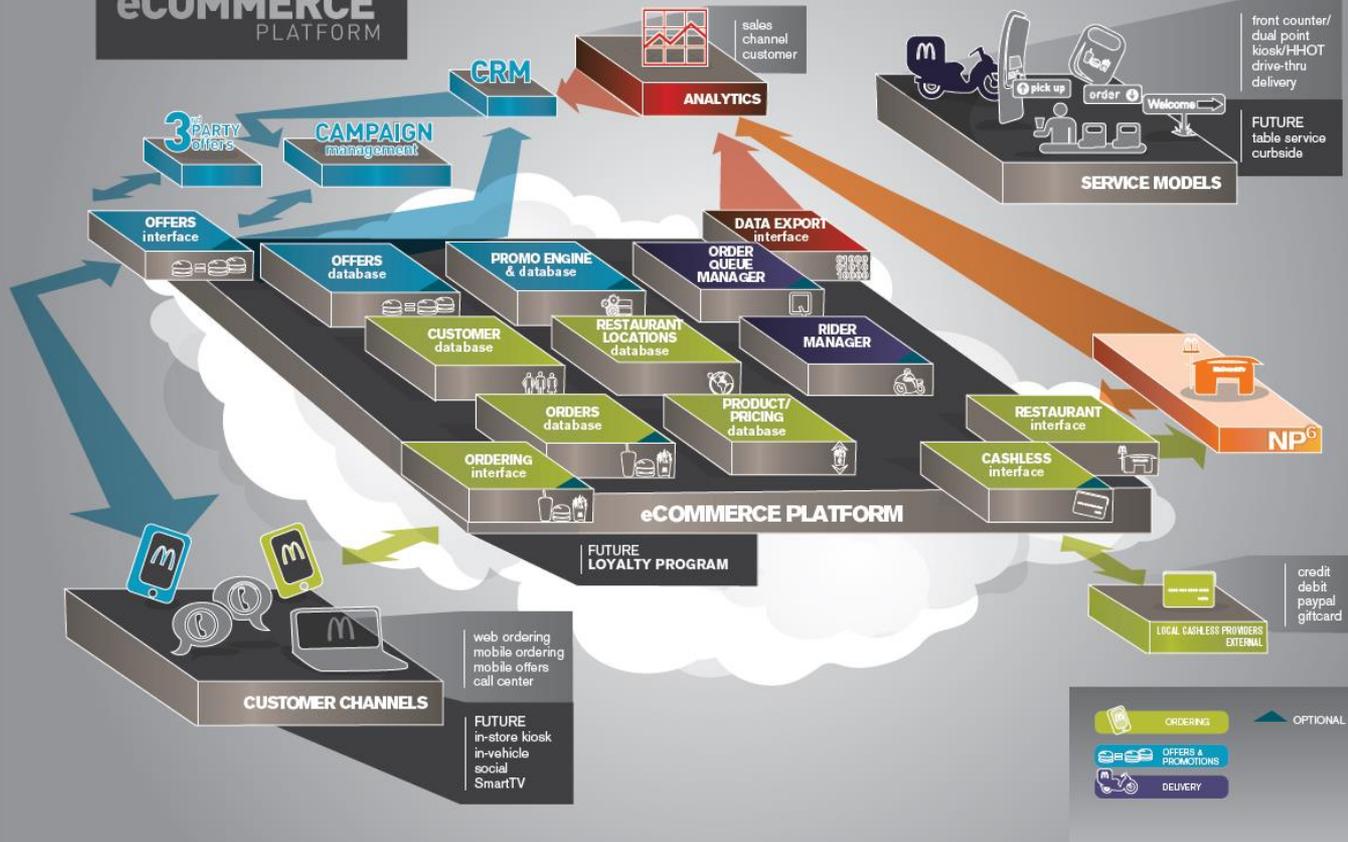
to the world, and grow our business in the process.

**The challenge:  
Getting focused.**

## Mobile App

- eCommerce Engine
- Broadband Capability
- Cashless
- Pricing & Promotion Maintenance
- Point of Sale System
- Operations Technology Person Program

McDONALD'S<sup>®</sup>  
**eCOMMERCE**  
PLATFORM



## The lessons:

1. Previous focus on standardization and flexible technology pays off when you are ready to make a big move.
2. Nailing cross functional governance is essential.
3. Avoid boiling the ocean – focus on "no regret moves" to get in the game with a Minimal Viable Product.

## Our Circle K Digital Journey is all about making it easy



Easy visits

Easy tools

Easy access to customer  
insight

CIRCLE K

# Expected Commercialization of Digital Technology

2019	  Mobile App./ payment and loyalty mass adoption	 C-Store Delivery mass adoption	 Mobile Payment at Pump
2020	 Frictionless Checkout	 Personalized Promotions	 EMV Payment at pump required
2021	 Augmented Reality	 Electric Car Charging Mass Adoption	 Internet of Things
2021	 Connected Cars	 Blockchain	 Artificial Intelligence

## The challenge:

**Complexity. So many disparate, unique systems involved in the customer experience.**

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# Transforming the Business

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# Key Takeaways

1. Get out of the office – give the business options.
2. Identify clear IT priorities matched to business goals.
3. IT is a balancing act.
4. Stay focused in order to transform.



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**You MUST Complete the Survey to receive presentation slides**

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A Building**



**To B**

**Auditorium**

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