

Parker's Kitchen is Primed to Scale for Growth with Titan Cloud's Fuel Asset Optimization



With plans to double its store footprint, adding 78 locations to its existing 90-location portfolio over the next five years, Parker's Kitchen recognized their software strategy needed a modern refresh.

Titan Cloud's enterprise SaaS solution was the obvious choice. The robust platform, which is more than a compliance or fuel management tool, empowers retailers to own and manage their data, as well as interconnect systems and value chains.



CHALLENGES

- Utilized multiple on-prem point solutions
- Needed to consolidate data, gain visibility, and migrate to the cloud
- Desired cost savings along with improved vendor management



SOLUTIONS

- Frictionless fuel insights
- Environmental compliance
- Advanced facility inspections



RESULTS

- Centralized compliance management
- Compliance dashboard visibility
- Electronic file management
- Automatic report generation
- ATG alarm workflows prioritizing critical issues
- Fast implementation and empowered internal team

Consolidating Data and Dollars

While fuel management is moving toward digitalization, other retail sectors are ahead of the fuel industry in terms of integrating digital technologies to reap its full benefits. In fact, many convenience and fuel retailers still manage critical operations through "siloes" in-house systems. This was the case for Savannah, Georgia-based Parker's Kitchen.

"We were using multiple point solutions to manage our fuel assets," said Ricky John, Vice President of Fuel Operations, Parker's Kitchen. "The team would access inventory in one system and then need to use another system for water levels and alarm data. There was no integration or consolidated view, which made things challenging to manage."

"What we're seeing in the market is that businesses have data, but a lot of it is unstructured, it's not in one place, and it is not at the level of granularity required," said John Huettel, Titan's Chief Revenue Officer. "We solve that problem and put the data into automated

workflows and processes where they can manage it day-to-day and manage it at scale."

"We needed a single platform to connect all of our fuel data including inventory, tank sizes, water levels, fuel yield, inspections and testing, alarm alerts, and more—to act quickly and precisely with the real-time insights," John said. "Titan's software-first, hardware-agnostic approach provided us with the connectivity, operational flexibility, and scale we needed allowing us to simplify and proactively manage the dynamic needs of our fuel ecosystem."

Parker's Kitchen uses Titan Cloud's suite of tools to increase productivity and profitability, as well as to reduce environmental risk and improve the workflow for their fuel assets. This has helped them to automate monthly compliance reporting, avoid fines, maintain uptime at the forecourt, and become far more effective in vendor and process control.

Compliance Automation and So Much More

For many fuel retailers, keeping track of their compliance through spreadsheets and paperwork is still a daily reality. However, this method of recordkeeping can lead to disorganization at best and remediation costs and environmental fines at worst.

"This is where the benefit of our comprehensive software solution comes in and having all of your data in one place, and it's all digitized," Huettel explained, adding that Titan Cloud's solutions can reduce environmental fines up to 80%.

Parker's John said that Titan's environmental compliance solution has been critical in maintaining state compliance.

"The system recognizes certain forms that states demand, and if a form is not approved or requires revisions, Titan will make those changes immediately so that it is accepted by the state.

This not only saves time, but it also keeps the team focused on higher priority activities rather than administrative tasks," said John.

Streamlined data sharing made possible by Titan's API integrations allow the team at Parker's Kitchen to connect their most critical third-party applications and work from a single source of truth. Furthermore, the data is presented in a variety of ways, such as a dashboard, daily and weekly reports, or workflows that trigger a notification to act on critical tasks that need to be done.

John added that Parker's technicians can also go into the store and input notes into Titan's facility management software, which are visible to authorized users. For example, if an issue arises at a store, it will be recorded in the system and noted when it is resolved.



"We can now 'automate for success' thanks to Titan Cloud. We act quickly and precisely with the data we have across our fuel assets, including store data, tank sizes, water levels, fuel yield, permitting, dispatch management, and more. Parker's Kitchen is primed to scale for growth."

Ricky John, Vice President, Fuel Operations

Right Technologies. Better Customer Experiences.

Parker's Kitchen can now acquire much more precise measurements of their fuel tank and fuel data insights across the pumps, allowing them to have better visibility, report any inconsistencies in real time, and even triage concerns remotely, thanks to Titan Cloud's software. This is critical since there are several ways to lose revenue and degrade the customer experience, such as running out of gas, a nozzle malfunction, or slow flow pumps.

While most consumers visit gas stations for fuel, we also know that convenience store revenues account for most of an operator's profitability. That's why Parker's Kitchen invests in cutting-edge technology to provide exceptional customer service. Whether it's the Parker's Rewards App, which saves customers time and money, or self-checkout technology, which allows for faster and easier purchases, the goal is to provide an optimal c-store experience.

However, if the customer has a negative fueling experience, it is likely that they won't even enter the c-store or return in the future.

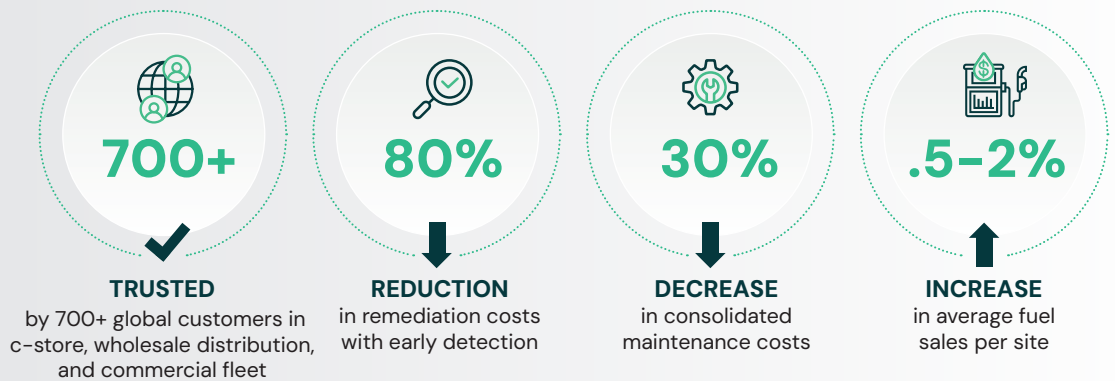
"The fueling experience must be seamless and a positive experience for the consumer," said Huettel. "When a customer sees yellow bags on the pump handles, it can create a lasting negative impact on the bottom line.

Titan Cloud's fuel insights and analytics provide data automation to improve the overall customer fueling experience, increasing fuel sales by 0.2% to 1% per site, and reducing runouts by 50% to 70%. Furthermore, machine learning-derived insights deliver the lowest potential variance and the highest return on investment.

The primary platform goal for Parker's Kitchen, according to John, is to "automate for success," acting swiftly and precisely with data across fuel assets. "Parker's Kitchen is primed to scale for growth, and I can't imagine what it would be like without Titan Cloud and their platform."

ABOUT TITAN CLOUD

Titan Cloud provides the industry-leading Fuel Asset Optimization software platform to help customers effectively manage environmental compliance risk, reduce maintenance costs, and increase revenue.



As businesses manage against unpredictable demand, increased volatility, and rising costs, leaders across industries are turning to Titan Cloud technology to gain unprecedented connectivity, visibility, and control into their fuel assets and operations.

Learn more at titancloud.com

Call 1-615-372-6000 or email ROI@titancloud.com