



Large Regional Convenience Store – Case Study

Johnson Controls Mid-Market Digital Platform

Building the Convenience Store of the Future

Consumers have an ever growing appetite for quick service and easily accessible shopping experiences. In an effort to remain relevant, a large convenience store chain with nearly 600 stores and more than 6,000 employees is re-thinking the way they do business. They are transforming their stores to host a state-of-the-art shopping experience for their customers. At the same time, they must also search for ways to drive efficiencies and increase revenue in the highly competitive convenience store market.



600
STORES



6,000
EMPLOYEES

GOAL



**STATE OF THE ART
SHOPPING EXPERIENCE
FOR THEIR CUSTOMERS.**

The Challenge

One of the biggest challenges for convenience store owners and management is the lack of actionable data. Currently, each store has separate systems that run things like lighting, fire and security, refrigeration, carbonated beverage machines, fuel pumps and HVAC. While they all provide data, the data remains separated both physically and virtually.

It takes hours and countless resources to organize the information and gain valuable insights to key information. Even then, there is so much information, it is difficult to identify vital information from unnecessary data. As a result, they must react to problems and incur higher costs for emergency repair and product loss. Disparate data sources significantly hinders their ability to quickly make decisions and improve their bottom line.

Our Solution

For this customer, the Johnson Controls Mid-Market Digital Platform adapts to their existing installed systems. It collects the data, stores it securely, and normalizes it. The platform then conducts analytics, eliminates what isn't needed, and elevates vital data on one single user interface. They are able to look at their operations in a variety of ways using key data designed for decision-making for each user personas (marketing, sales, procurement, operations, risk management) – and then break down the data as needed by individual facility, by region or for the entire enterprise.

The platform connects all of the 600 facilities in real time, allowing our customer to benchmark and compare locations based on energy usage, equipment performance, store traffic, and security risks. It generates notifications, automates work orders, and recommends specific actions to solve business challenges. They are now able to solve specific problems that were once going undetected due to their inability to leverage the combination of their building and non-building data.

The Mid-Market Digital Platform will allow the convenience store chain to accomplish the following:



Increase revenue by providing insight into consumer analytics, signage effectiveness, vendor performance and management, and equipment performance and uptime.



Lower operational expenses by automating work orders, prioritizing alarms, increasing technician efficiency, determining equipment return on investment, and increasing energy efficiency and optimization.



Improve customer satisfaction by better managing staffing levels, product availability, store performance and peer-to-peer market benchmarking.



Address compliance especially concerning food safety. The platform will monitor refrigeration systems against health and safety standards to lower risk for our customer. The software also validates critical business process and ensures regulatory standards are followed.



+ Johnson Controls Mid-Market Digital Platform is transforming the way this well-known convenience store chain leverages building and business intelligence. They have a holistic view of their enterprise anytime, anywhere. The platform offers the flexibility and scalability for them to select the data points that are most important to their business – and can make changes as the market and consumer behavior evolves.

Learn more about Johnson Controls Mid-Market Digital Platform at
www.johnsoncontrols.com/digital