IT as a Strategic Partner

Wednesday October 1, 2019 8:00am
You look outside the c-store channel for ideas, examining alternative growth opportunities.
Presenters

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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.
Engaging the Business
Engaging the Business

• Get out of the office
  ○ Sheetz is Retail and Distribution

• Benchmark business and IT culture & monitor
Engaging the Business

• Business understands $$
  o Charge back vs. Show back

• Give the business options
  o They are a key part of the decision making process

• Business understands RISK
Engaging the Business

• Use Business Analogies
  o 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
Engaging the Business
In Lockstep with Business Strategy
Improve Customer Experience (CX)

Journey Mapping
Awareness / Purchase / Service

Value
Brand Building / Increase Sales / Repeat & Loyal Customers

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
Prioritizing Balance
Prioritizing Balance

- Ease of Use
- Scalability
- Security
- Reliability
Ease of Use

“Easy” is subjective

Who is your user?

• Administrator
• Power User
• End user
Ease of Use

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
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?
Security

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
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
Prioritizing Balance
Transforming the Business
Transformation is creating new ways to LIVE, WORK AND PLAY
100 million customers will shop in augmented reality by 2020
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
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
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
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.
Transforming the Business
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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