



IBM Maximo Asset Management Solution for C-Stores

# Optimizing Store Infrastructure Management to Improve Customer Experience & Reduce Operating Cost



# Your store infrastructure footprint is increasingly complex.

From refrigerators to coffee machines, your store assets are critical to customer comfort and service. Services such as car wash and gas pumps are mission critical. As you further evolve your business to cater to ever more demanding customers by offering new services such as EV charging, fresh food, curbside pick-up and more, the already expansive mesh of infrastructure in your stores becomes even more complex.

40% of C-store operators still use paper checklists to track tasks such as inventory and temperature checks.

Source: Technomic

A typical C-store relies on a wide variety of assets and infrastructure to deliver customers the services and experience that will keep them coming back.

## Building



- HVAC
- Lighting
- Doors & windows
- Clean restrooms

## Food



- Coolers / Refrigerators
- Ovens
- Hot dog machines
- Coffee machines

## Services



- Car wash
- Gas pumps
- Vending machines
- ATMs
- EV stations

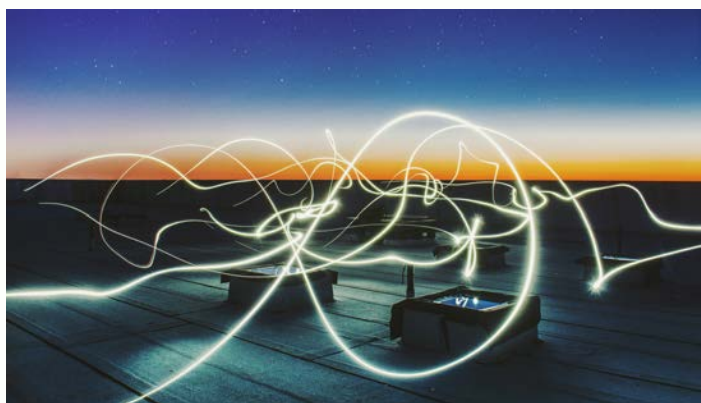
## In-Store Technology



- Point-of-sale
- Computers
- Cameras
- Kiosks

# Smooth and cost-effective operations of this infrastructure become even more important in an unforgiving and complex business environment.

## Rising energy cost

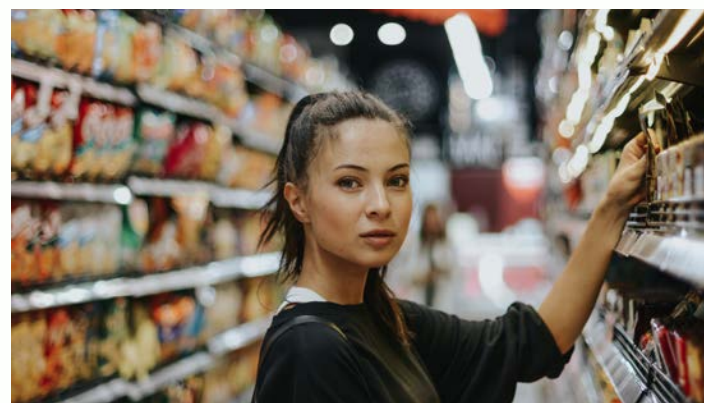


Energy is the 4th biggest cost driver of store operations for C-stores, typically accounting for between 4% and 9% of in-store operating costs.

C-stores use 3X the energy per square foot of other commercial spaces.

Source: NACS

## Consumer expectations



With infinite choice available at a swipe or a click, customer loyalty is fickle. If your store is not comfortable, safe, clean or efficient, they will take their business elsewhere.

A typical C-store shopper is in and out of the store in under four minutes.

Source: Explorer Research

## Impact on associates



With high employee turnover, it is critical you codify important operational insight rather than relying on knowledge transfer. Improving your associate experience can also help lower attrition.

153% average part-time associate turnover rate.  
91.8% for full-time associates.

Source: NACS

## Increasing operational risks



If not managed properly, your store assets can expose you and your customers to health, information security, and compliance risks, e.g. through malfunctioning refrigeration of perishable items, or through an unaddressed security vulnerability in a connected device such as a camera or sensor.



# The inability to manage your infrastructure efficiently can lead to direct and indirect impact across key business metrics.

If you have a large store network, you've probably experienced the following:

- Higher incidence of shoppers abandoning trips or leaving negative reviews when the air conditioning doesn't work on a hot day
- Lost revenue and impact on customer service from unexpected asset downtime, e.g. car wash or gas pumps
- High cost of repairing an asset that could have been avoided through timely maintenance
- Long lead times to fix an issue because of a wasteful truck roll with the wrong spare part sent or difficulty in finding the right service partner

All these instances, and more, of inefficient asset management have **direct (lead)** and **indirect (lag)** impact across customer and brand equity, cost of operations, and operational efficiency.

You may be able to directly observe the lead impact, however the true impact on the business often goes unobserved and under reported. This lack of visibility into the business impact of managing your store infrastructure efficiently (or inefficiently) creates a blind spot that prevents you from taking corrective action.

## Customer Impact

- Trip abandonment
- Customer dissatisfaction
- Negative review
- Impact on your brand perception
- Impact on customer loyalty

## Operational Impact

- Unexpected asset failure / downtime
- Wasteful truck rolls (e.g. wrong spare part)
- Finding the right service partner
- Long lead time to fix an issue
- Delays in getting an asset back up
- Associate's time wasted in non-value adding activities
- Sub-optimal solutions

## Financial Impact

- High energy cost
- High maintenance cost
- High labor cost
- Lost revenue (from asset downtime)
- Higher total cost of asset ownership
- Legal / compliance costs (from issue addressal)
- Increased carbon footprint



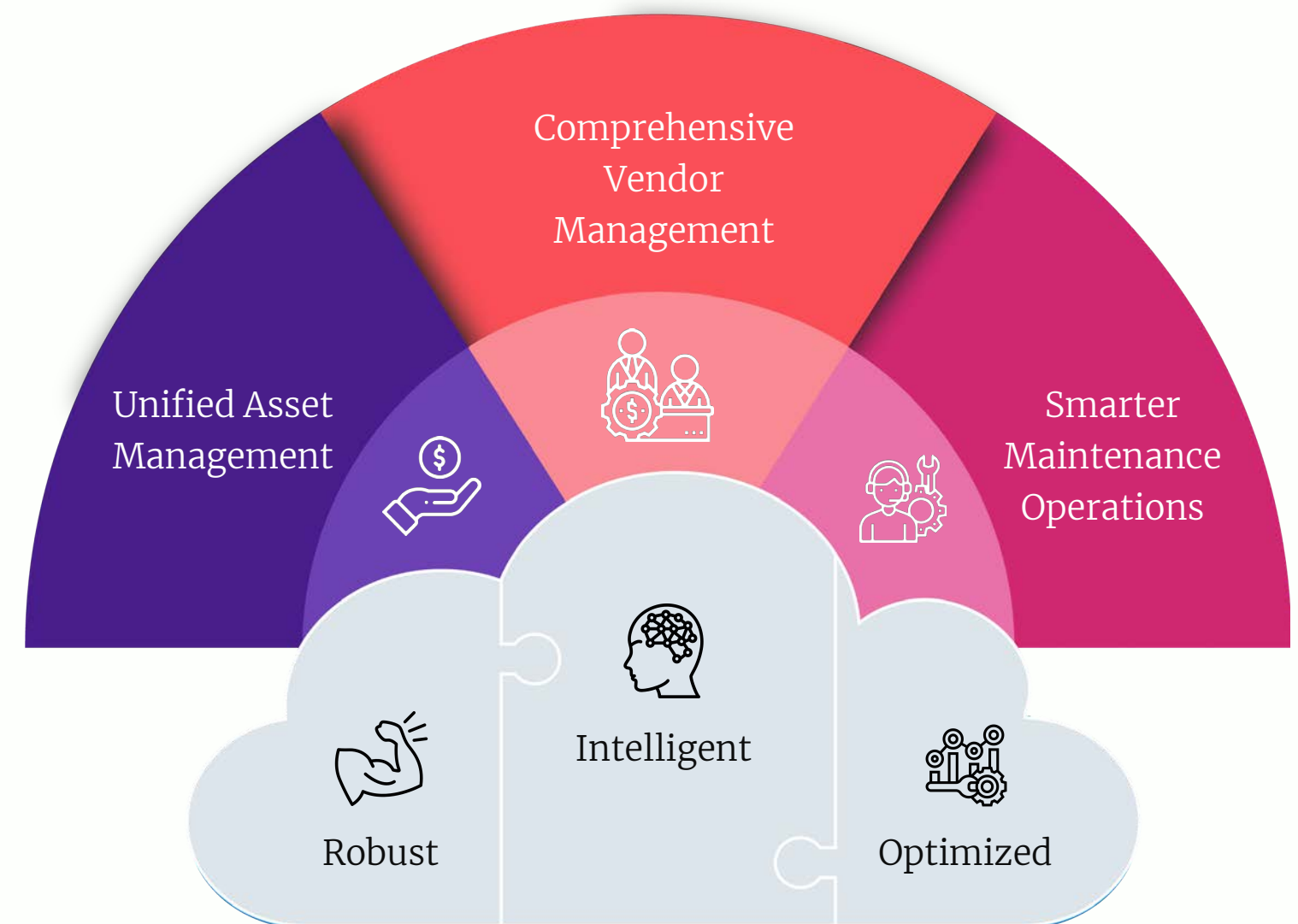


IBM Maximo helps *improve operations and enhance experience* through its market leading enterprise asset management capabilities.

IBM Maximo for C-Stores  
IBM & SMS Inc

## Maximize the value from your store infrastructure with IBM Maximo Application Suite.

IBM Maximo is a single, integrated cloud-based platform that uses AI, IoT and analytics to optimize performance, extend asset lifecycles and reduce operational downtime and costs.





IBM MAXIMO: IMPROVE OPERATIONS

## Reduce your total operating cost of store infrastructure.

Reduce your operating costs by improving asset performance, reducing energy cost, and lowering maintenance cost. Lower operating costs are a direct contribution to your bottom line, and help you grow profitably.

IBM Maximo helps clients decrease their total cost of ownership (TCO) by up to 20%.



## Mitigate operational risks such as downtime and compliance.

Ensure compliance with state and local regulations, avoid health & safety incidents and reduce operational downtime. Mitigating operational risks allows you to maximize the productive output of your stores while minimizing impact on your business.

IBM Maximo helps enhance reliability with AI-powered monitoring, inspection and predictive maintenance.

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IBM MAXIMO: IMPROVE EXPERIENCE

## Offer shoppers a safe, comfortable and reliable store experience.

A positive customer experience is central to converting more in-store customers, driving more store traffic, improving customer loyalty and enhancing brand equity.

IDC MarketScape positions IBM as a Leader for Worldwide SaaS and Cloud-Enabled Asset-Intensive EAM Applications.



## Enable store associates to be safer, more efficient and more productive.

Provide employees a clean and safe environment to work in. Improve efficiency through greater visibility, pro-active alerts and automation. A happier, safer, more efficient store team means you will deliver improved customer experience while reducing labor cost and turnover.

IBM Maximo delivers a 10% increase in maintenance productivity.

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# IBM Maximo offers a wide, integrated footprint of key capabilities across store and enterprise asset management.

## Unified Asset Management

**Manage all enterprise assets via a single platform:** Manage and maintain the entire lifecycle of your high-value assets such as infrastructure and production from a single system using analytics and AI.

**Real-Time Monitoring:** Monitor the health of your assets by analyzing historical and real-time data, provide alerts before failures occur, plan maintenance procedures, and schedules.

### Enterprise-Wide Asset Performance

**Benchmarks:** Schedule work, establish KPIs (e.g., number of work orders), and compare results; establish benchmarks while planning their asset maintenance holistically.

#### IBM Maximo for C-Stores

IBM & SMS Inc. [Go-What of Inventory Visibility](#)  
Insolv's 2021 Supply Chain Series

## Comprehensive Vendor Management

**Manage all vendors via one platform:** Allow manufacturers, OEMs, and third parties to share their resources' digital twins, where providers can list and sell asset models, bill of materials, and specifications.

### Universal, categorized parts catalog:

Categorize records such as items and assets using conditional expression structure in the asset template and define class, sequences, identity, and other features.

**Automated work orders:** Create a map for work order and service request records spontaneously with the auto-create option.

## Smarter Maintenance Operations

### Predictive maintenance scheduling:

Optimize maintenance schedules with predictive analytics and swiftly utilize asset performance data to better plan and prioritize.

### Condition-based schedules:

Offer condition-based action using machine learning and data analytics to predict asset failures, scheduled maintenance, and reduce costs.

### Optimized dispatching:

Create a scheduled work orders list and use street-level routing before dispatching labor and crew resources to execute dispatch intelligently.



# IBM Maximo's industry-leading technology offers key advantages that help you realize results quicker and easier.

## Robust

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### **Integrate data from various systems:**

Consolidate application data with other applications, either with external systems or within the enterprise using an integration framework.

### **Integrate all / different types of assets:**

Manage and maintain all types of assets such as infrastructure and transportation across various sites and locations, thus improving asset-related decision-making.

### **Robust work order and maintenance**

**system:** Create, modify, track work orders, and build work order hierarchies, schedule preventive maintenance for asset groups across locations.

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## Intelligent

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### **Real-time monitoring and predictive alerts:**

Provide real-time asset visibility, root-cause troubleshooting, and AI-driven predictive alerts using Watson IoT Platform to reduce maintenance costs.

### **Anomaly detection and automation:**

Quickly detect issues and anomalies using advanced analytics and AI, automate workflows with preventative, predictive, and prescriptive maintenance actions.

### **Condition-based performance and**

**maintenance:** Monitor asset conditions using IoT data from asset sensors and other sources such as weather; generate automated actions to minimize failures.

## Optimized

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### **Maximize value of your technology debt:**

Maximize the performance and lifetime value of assets by providing real-time insights on assets condition and maintenance, resulting in better planning and control.

### **Assess and benchmark equipment**

**efficiency:** Calculate which assets are being over or under maintained using trend analysis; ensure optimal repairs and procedures to standardize maintenance.

### **Optimize MRO inventory levels:**

Provide a granular view of MRO inventory levels, performance, and recommendations for inventory and reorder levels for each stock item, leading to increased service levels and reduced unplanned downtime.



# Talk to an asset management expert today.

Let us help you understand how the IBM Maximo Asset Management Solution for C-Stores can positively impact your business. Interested in scheduling a free assessment?

Please contact Geoff Clarke:  
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## ABOUT STRATEGIC MAINTENANCE SOLUTIONS, INC.

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Strategic Maintenance Solutions, Inc. (SMS) is a trusted advisor and global leader in the implementation, validation, enhancement, and optimization of Enterprise Asset Management systems. Founded in 1999, SMS brings extensive operational experience to asset intensive industries.

For more information, visit [www.sms-inc.net](http://www.sms-inc.net).



## ABOUT IBM

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IBM is a leading cloud platform and cognitive solutions company. Restlessly reinventing since 1911, we are the largest technology and consulting employer in the world, with more than 350,000 employees serving clients in 170 countries. With Watson, the AI platform for business, powered by data, we are building industry-based solutions to real-world problems. For more than seven decades, IBM Research has defined the future of information technology with more than 3,000 researchers in 12 labs located across six continents.

For more information, visit [www.ibm.com](http://www.ibm.com).