

# Success Story



## How The AccuStore Store Portal Improved Inventory Management



### THE CLIENT

Headquartered in Woodbury, Minnesota, SuperAmerica operates and licenses 238 gasoline and convenience stores in Minnesota, Wisconsin and South Dakota with plans to expand its footprint in the Northern Tier Region of the US.

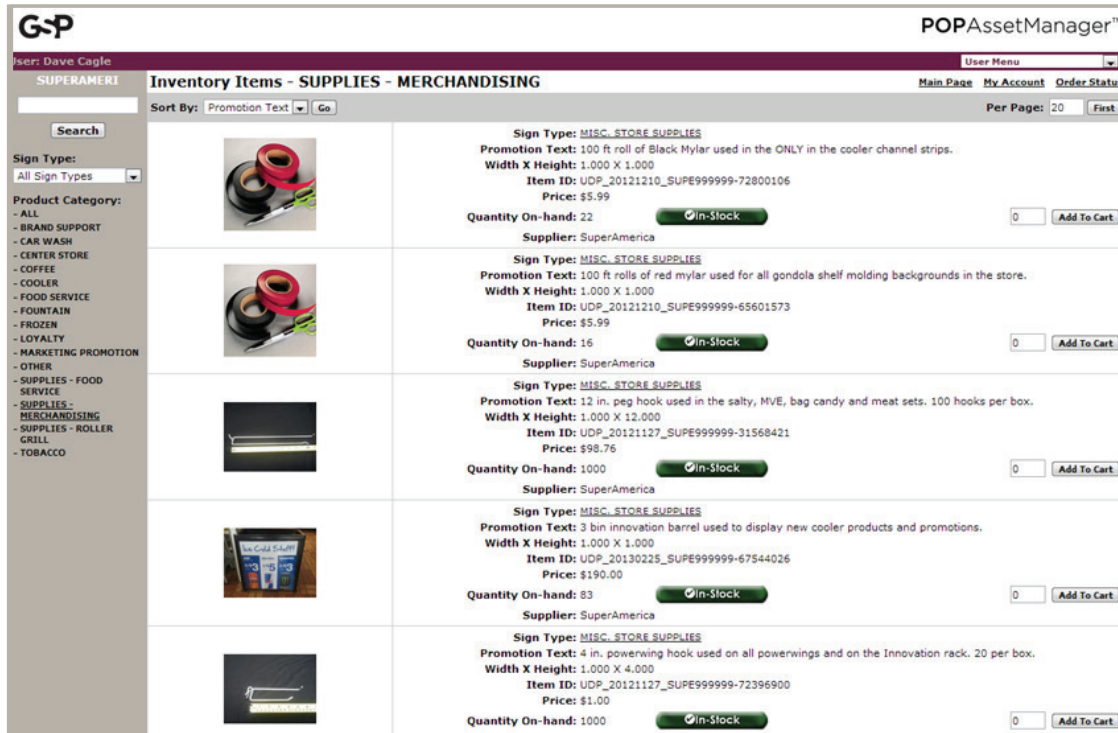
### THE CHALLENGE

SuperAmerica was looking for a centralized platform for store management to replenish POP and also order merchandising and other store supplies from multiple 3rd party vendors. The merchandising items were being supplied and shipped from the various vendor warehouse locations. They were looking for one inventory management platform for store personnel to order any needed replacement signs or parts, including these various 3rd party warehouse items.

### THE SOLUTION

GSP provided their proprietary store intelligence software, AccuStore, as solution for SuperAmerica's centralized inventory management platform. AccuStore's Store Portal now allows our customers to add their own inventory items, create 3rd party vendors and associate those items to the appropriate supplier. This new feature allows the application to understand how to process order requests based on the mixture of potential suppliers and notifies each vendor via email to fulfill specific orders.

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"AccuStore has tremendously improved our inventory management, reordering process and execution of marketing," said Steve Morris, SuperAmerica's Director of Merchandising. "It's great that our store managers now have one streamlined solution for quickly ordering at their convenience all needed POP signage and various merchandise items through an easy-to-use web platform."