



# Director of Product (promoted from Principal)

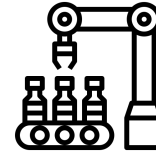
## Convenience Stores

150K US Total  
100K "Mom & Pop"



## CPG Manufacturers

Pepsico, Coca-Cola, Red  
Bull, Tyson, 5 Hour Energy,  
Clif Bar



# Synopsis:

## 1. Situation

- Onboarding some customers onto our data infrastructure required custom work
- Custom work undermined speed of scaling

## 2. Task

- Accelerate onboarding

## 3. Action

- Explored alternatives. Invented solution
- Achieved buy-in of all stakeholders
- Trained all stakeholders
- Launched solution

## 4. Results

- Accelerated onboarding from **5 stores per week** to max of **65 stores per week**.

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## Skupos.com: Business and IT Infrastructure

### Convenience Stores

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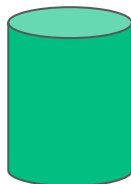
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Point of Sale (POS)  
Raw Sales Data



 **SKUPOS**



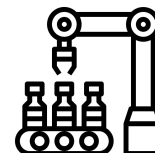
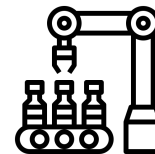
Processing

Reports

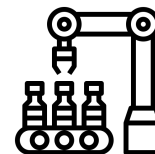


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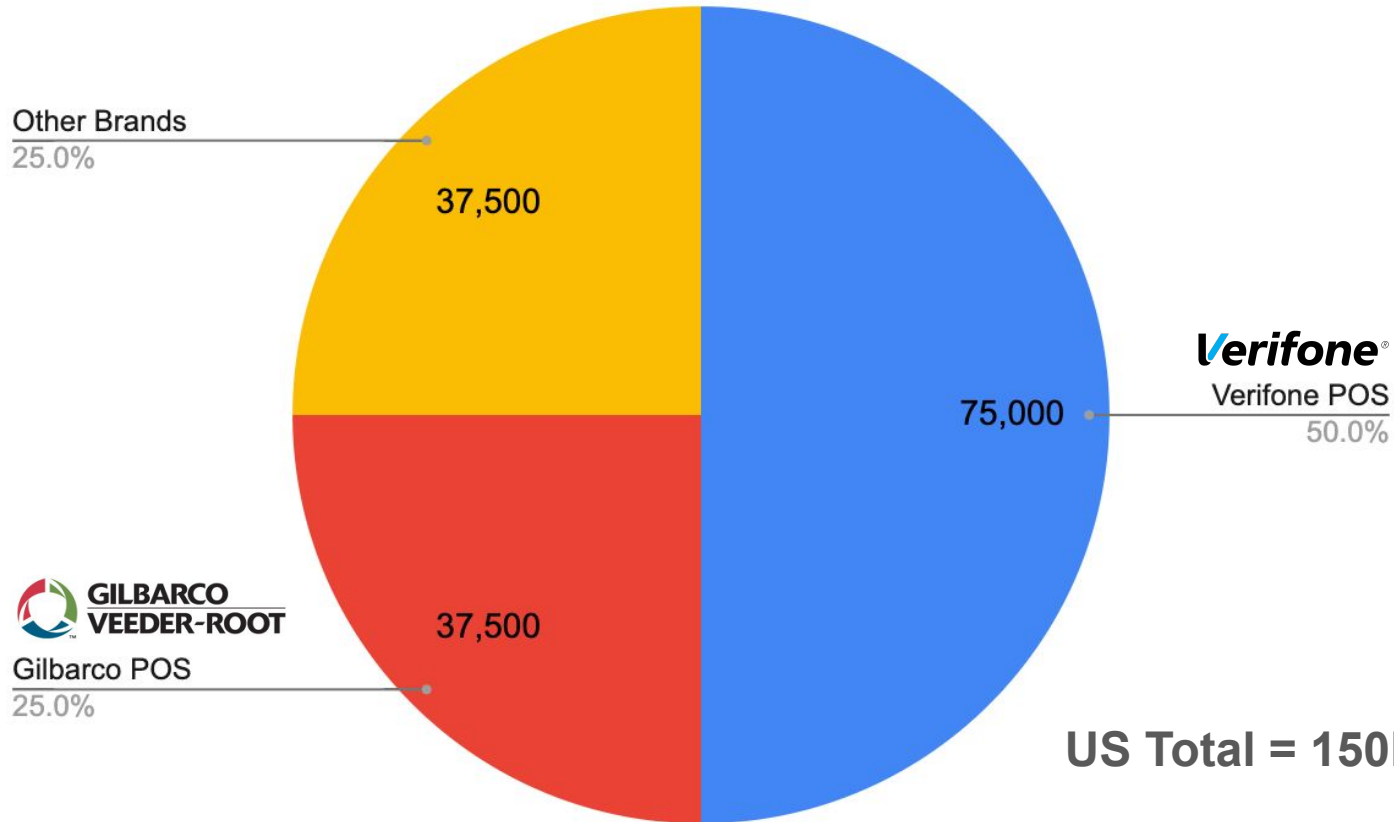


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# Situation:

## Count of US Stores by Point of Sale Systems (POS)



## Situation:

Onboarding of each store with Gilbarco required custom work

**Verifone**<sup>®</sup>



**Consistent** XML format of sales data

**No** customization of ingestion code necessary

**Inconsistent** XML format of sales data, specifically the inconsistent encapsulation of discounts data

**Each store** required inspection of sales data by engineering, and writing/testing of new ingestion code

Onboarding rate was 5 new stores per week

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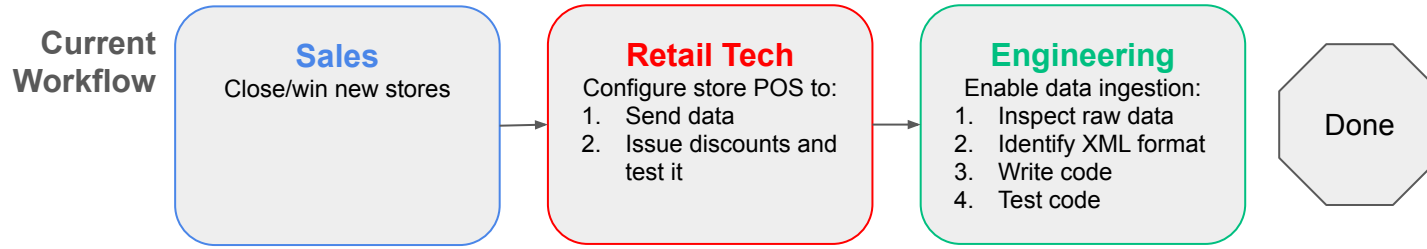
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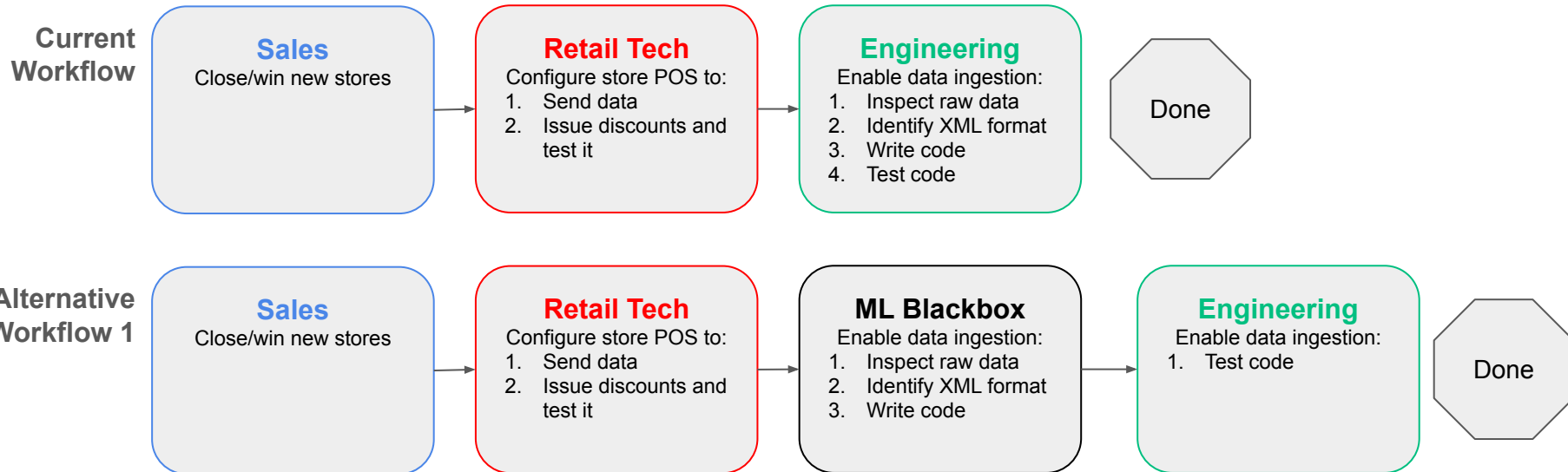
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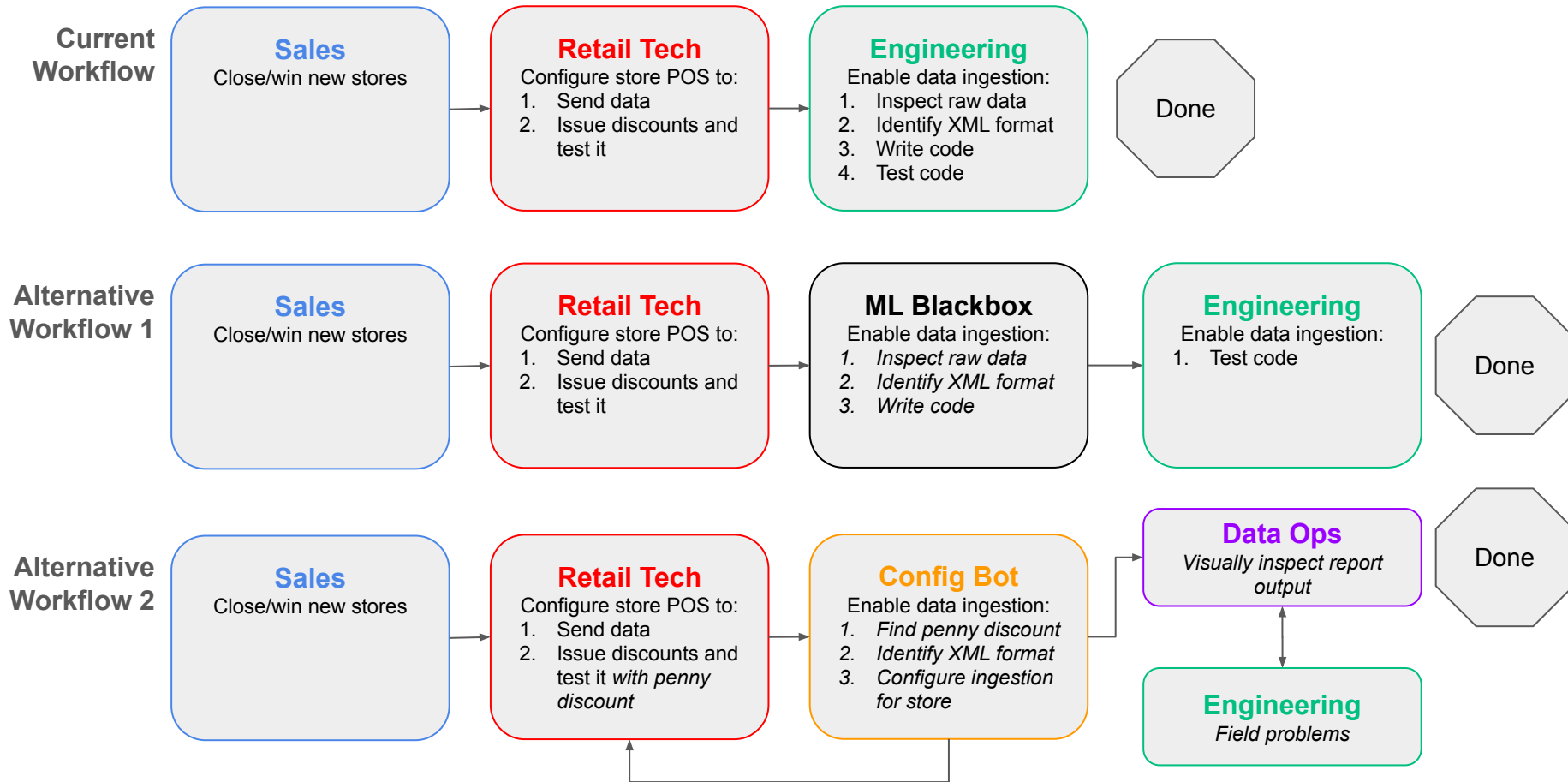
# Action: Workflows



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# Action: Buy In

## Pitch for New **Config Bot**:

1. Although there are still unknowns, product/engineering team assesses that **Config Bot** will do its job reliably and will make scaling of Gilbarco stores possible. Implementation is low risk
2. Maintain quality more cost effectively. Quality assurance work will shift from Engineering to Data Ops. Data Ops is less expensive
3. ROI is good. Overall build out / ongoing costs are low relative to gaining access to additional 25% of US convenience stores market

## Stakeholder Response:

### Sales

**Yes**, our work is not affected.

### Retail Tech

**Yes**, our work is slightly different but work volume is about the same.

### Engineering

**Yes**, this focuses our work to only problematic stores. QA is now handled by Data Ops who are less expensive.

### Data Ops

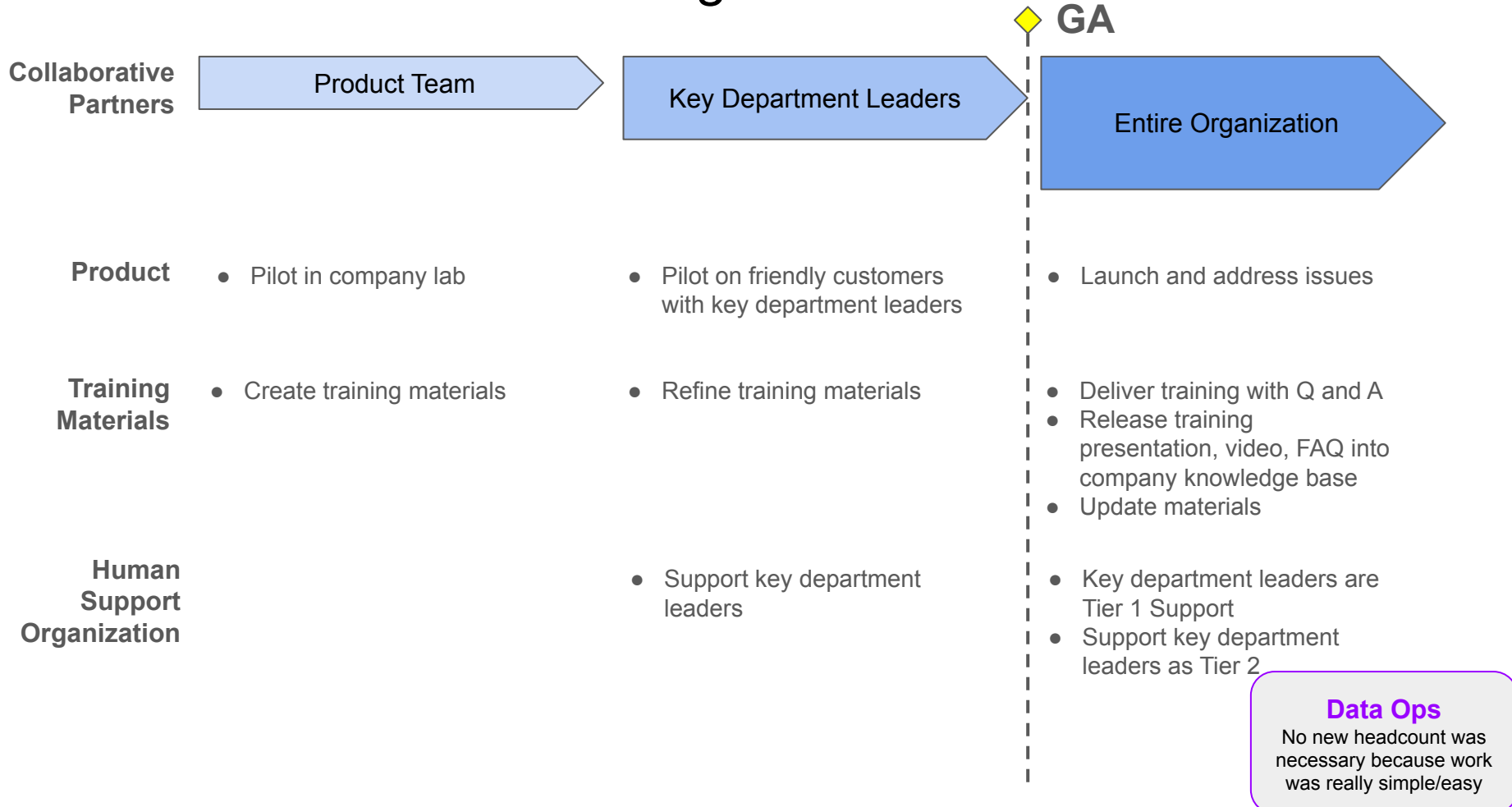
**Yes**, but we might need more human resources because this workflow gives us more work.

### C Level

#### Management

**Yes**, we recognize we may have to hire more Data Ops people. This is a good bet.

# Action: Launch and Training



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**Results:** Skupos ultimately grew to 15K stores - 10% of all US Stores - at *acquisition* with  $\sim\frac{1}{3}$  of its stores Gilbarco

