



## Convenient Content: How to Distribute Updates Across 3 States - Without the Red Tape



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In New Zealand, when you're on a pie expedition, having an energy drink emergency, or forget to pick up the milk on the way home, you head to a convenience store like The Fix or Night n Day. In the US, your go-to convenience saviour is *ampm*.

*ampm* has almost 1000 franchised stores running the length of the US west coast, from Washington state all the way down to the tip of sunny southern California.

It became increasingly important that their customers (franchisees) and field users (consultants and business developers) have access to content with or without an internet connection — but the existing iGate intranet platform was not up to the challenge.

The legacy system required multiple levels of administration. Updates took several days to publish before they reached the field. Red tape was holding up communications and preventing content from reaching the end users who need it. Worst of all, the existing system required users to log in to a website that didn't work on mobile devices, making accessibility a royal pain in the behind.

"The website was not optimized for mobile platforms, or field use in general, and was difficult to navigate to boot," said Marketing Analyst, Steven McCutcheon.



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*ampm* needed a solution that was modern, easy to use, would work seamlessly across a range of mobile devices - and would also ensure that over 900 stores have access to content with or without an internet connection (no time for waiting on dodgy wifi!). This solution needed to allow the company to segment content by market, by store and by users in different business units. The navigation had to be intuitive and easy for all staff, including those who speak English as a second language.

### A boutique solution without any external development.

Showcase Workshop was a perfect fit for *ampm*'s needs. It was easy to use, simple to navigate, and fully interactive for users.

On-site, customers and consultants could now use whatever computing device they had on-hand to access the most up-to-date content and communications from the company. Technology enthusiasts and newbies alike were easily able to get updates right from their mobile phones, their tablet and their back office computers.



Administrators cut the red tape and started managing content in-house, in real time, without having to rely on third parties. Updates could now be published instantaneously — administrators no longer had to wait days to see updates go live.

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"I can adapt the content in-house without having to go to an agency. [Showcase is] very intuitive and the development team is fantastic," said Luisa Salazar, Director of *ampm* & ARCO brands at BP West Coast.

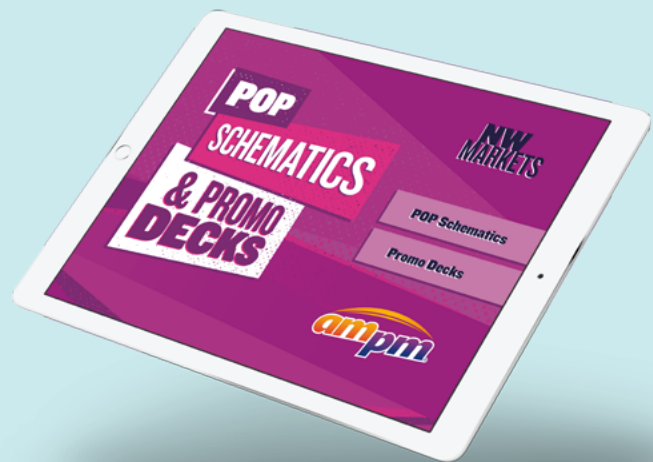
Aww thanks Luisa. You've made us blush...

### **Fast deployment and quick adoption marked the launch of Showcase for *ampm*.**

"We were ready to go live in less than 3 months. I don't know any other tool that can be this flexible" said Luisa. "[We have] received nothing but positive feedback from our users."

*ampm*'s team created different showcases for different sites and geographic markets, making communications even more targeted and easier for customers and consultants to use. All of this was done without any third-party development.

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Creating content for both customer and field users was essential for *ampm*'s Showcase success, and they filled it to the brim with useful information such as planograms, sitemaps, health & safety manuals, pricing documentation, and POP schematics.

It's always satisfying to implement a solution that transforms a company and moves them away from red tape restrictions and bureaucracy! The solution was simple: the right software and a smart content plan.

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