



## Charter Global



# — America's Largest Convenience Store Enterprise and Loyalty Data

### Introduction

The client is an international retail convenience store chain with its headquarters situated in Irving, Texas, USA. Within the United States, the client offers a range of products, including the popular slurpee and other beverages. Additionally, they provide various items such as private-brand products, fresh-made daily sandwiches, coffee, salads, bakery items, hot and prepared foods, dairy products, carbonated beverages and energy drinks, juices, donuts, as well as offering gasoline, tobacco, financial services, and product delivery services.

Looking to adapt to the digital era, the client aspired to establish its technology team and launch innovative initiatives. These initiatives encompass loyalty programs, customer relationship management (CRM), data monetization, and data governance, all tailored to cater to diverse business requirements.

### Challenges

In the process of creating an in-house solution, this organization underwent a transition from one loyalty provider to a different company. This undertaking encompassed several tasks, including the reverse data migration, ingestion of new data, and the transformation of reports and analytics.

## Solution Approach

The client enlisted the expertise of Charter Global to access their specialized Azure Cloud consultants. Charter Global's team took charge of designing and developing data pipelines, orchestrating a smooth transition from one loyalty engine service provider to another. They skillfully crafted data solutions to bolster store support and franchise leadership, while also providing tailored data solutions for the executive team. The technology stack employed in this process includes Azure for compute, network, storage, and database requirements, Databricks for creating data engineering and ML pipelines, Pinot for handling golden layer data, and Power BI for comprehensive reporting needs, among other essential tools.

## Results

The loyalty engine migration cut-off was executed seamlessly, creating minimal disruptions. The data team played a crucial role in this process, serving as a bridge between all teams and possessing extensive expertise in both the legacy and new systems. This collaboration resulted in substantial cost savings for the organization, courtesy of the in-house solution development team.

## Conclusion

Charter Global developed a cutting-edge solution, leveraging the latest technology stack, industry standards, and innovative design, to deliver exceptional efficiency and scalability.

## Why Charter Global

- Founded in 1994; Headquartered in Atlanta, GA with development centers in the U.S, India, and Serbia.
- Developed a portfolio of over 100 successful project implementations.
- Nearly 1000 full-time IT professionals support client projects.
- Established customer base of Fortune 1000 industry leaders.
- Our experience spans pharmaceutical, manufacturing, telecom, finance, health care, media / entertainment, airlines, energy, retail and hospitality industries.
- Active database of nearly 2M consultants.
- Experienced Talent acquisition teams support client projects.

## About Charter Global

Charter Global drives innovation in IT projects and business operations by defining strategy and providing consulting, digital solutions, custom development, and skilled resources. With an established customer base of Fortune 1000 industry leaders and over 100 successful project implementations, our experience and proven methodologies enable our professionals to deliver industry leading solutions in cloud technologies, open source, DevOps, mobility, CRM, AI/ML, AWS, SAP, Microsoft & Pega BPM.