



Speedway's Credit Card Application & Verification System runs on Autonomy

CUSTOMER

Speedway is a gasoline-convenience store company, operating stores primarily under the Speedway brand name. Speedway is a wholly owned subsidiary of Marathon Petroleum Corporation.

With headquarters in Enon, Ohio, located near Dayton, Speedway operates in seven states throughout the Midwest, including Ohio, Michigan, Indiana, Illinois, Kentucky, West Virginia, and Wisconsin. The company's strategy is to continue to expand and improve facilities predominantly within this Midwest marketing area.

With approximately 1,350 stores, Speedway ranks as the fourth largest chain of company-owned and operated gasoline and convenience stores in the United States.

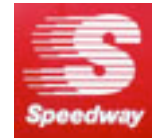
CHALLENGE

For the past decades, Speedway relies on human to input hundreds of credit card applications into its Main Frame backbone system. The agents manually input all the data from paper based applications, verify with Experian or D&B for credit check over the phone, then reject or approve applications. This in-efficient process delays credit card approval and impacts its retail business revenue directly.

SOLUTION

Smart Team Global identified the customer's immediate needs, understood the complexity of its existing in-house system and external system integrations, tailored a flawless platform that seamlessly integrated with 5+ systems and powered by the Autonomy Cardiff Teleform & LiquidOffice.

With Cardiff Teleform, the process auto-recognizes scanned application images from all local stores remotely, it then OCRs and feeds the images along with meta data into the LiquidOffice BPM engine in real time. LiquidOffice is a J2EE open platform BPM, it provides the ability for different departments to collaborate on business processes and intelligently route, validate the application data for various groups to review and approve the applications. When the process completes, it also auto-exports finalized credit card applications into its backbone Main Frame.



Organization

Speedway SuperAmerica

Industry

Gas, Oil & Retail

Type of Application

Credit Card Application

Autonomy Solutions

Cardiff Teleform
& LiquidOffice

Languages

English
Spanish

CARDIFF
TELEFORM®

CARDIFF
LIQUIDOFFICE

IMPLEMENTATION

The biggest challenge in this project is to build multiple integrations with various systems via different APIs, SOAP/Secured Socket/Main Frame Middleware/Java Library. Plus the customized module in Web Desktop, a servlet on LiquidoOffice server that provides a web user interface, to provide extra federated search functionality.

Smart Team Global worked with Autonomy Professional Services Project Manager and led this 6 months project, heavily involved in Requirements Review, Design, Development, Testing and Production Rollout. Although with such a tight timeline and the challenge to coordinate with more than 5 internal or external project teams, STG was delivered project successfully on time and the whole system was rolled out only after 2 weeks UAT.

RESULTS

- Unified Store OCR, Credit Application/Accounting/Finance departments, Experian, D&B, Main Frame and Legato DMS together to provide a sophisticated automation platform.
- One qualified application now can be qualified in 5 seconds from image to Main Frame versus 3 days before.
- Reduced operation cost by 45% in first year, increased 80% efficiency and eliminated human errors by 80%.

ABOUT SMART TEAM GLOBAL

Smart Team Global, a Global Technical Partner & VAR of Autonomy, is a service oriented consulting firm that delivers high standard professional services for Enterprises in both private & public sectors in Northern America/Canada and Asian Pacific. Smart Team Global mission is to provide enterprise solutions with the most reliable professional services and become trustworthy party for its Enterprise clients. STG has maintained a 100% project success rate since company founded in 2009.

Well known for its technical expertise and professional service excellence in Autonomy community. One of the most reliable Autonomy Partners that is engaged with service contracts from Autonomy Professional Services worldwide and Autonomy owned Microlink in the U.S. Federal Public Sector.

Please visit www.smartteamglb.com to find out more.

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