



## 7-ELEVEN REDEFINES THE CONVENIENCE STORE FOR THE DIGITAL AGE

7-ELEVEN, INC.

/// CASE STUDY



7-Eleven is known for its innovative use of technology. The company originally turned to EDS, an HP company, in 1991 to support its dynamic merchandising programs and unique distribution model. Today, EDS helps the retail giant maintain its market dominance by managing the critical applications that keep it going 24/7 and providing best-in-class order management.

### CLIENT PROFILE

[www.7-eleven.com](http://www.7-eleven.com)

7-Eleven, Inc. is the undisputed leader in convenience retailing with more than 32,700 stores in the U.S., one of its territories and 17 other countries serving approximately 6 million customers each day.

**Industry:**

Consumer Industries & Retail

**Founded:** 1927

**Headquarters:** Dallas, Texas

**Sales:** \$44 billion (2006)

**Business Needs Addressed:**

Growth  
Innovation  
Productivity

*These applications help provide the support we need to continue delivering what customers want, when and where they want it.*

Sharon Stufflebeme  
CIO  
7-Eleven, Inc.

### 7-Eleven looked to EDS for just-in-time ordering and applications management

Since 1927, 7-Eleven has grown from an impromptu neighborhood grocery at the back of a Dallas ice house into an international chain of 7,200 stores in North America alone. In the beginning, the company succeeded by offering customers what they wanted, when and where they wanted it. As the convenience market evolved, 7-Eleven retained its competitive edge by continually refining inventory to meet the changing needs of its customers. Today, 7-Eleven's stores sell everything from fresh deli sandwiches to prepaid telephone cards, and store managers closely monitor inventory to see how fast each product is moving off the shelves. Ultimately, the inventory in any given store is determined by customer demand at that specific location.

7-Eleven is renowned in the retail industry for its adoption of technologies that track sales, manage inventory and connect stores with headquarters accounting systems and regional distribution centers. Over the last decade, the company has worked to integrate all these systems across the enterprise to leverage global economies of scale.

Yet, 7-Eleven believed that it needed to go further to ensure its brand promises of 24/7/365 reliability and convenience to customers. While it boasts some of the most innovative technologies in the convenience-store industry, the company looked to EDS for help implementing and managing its ambitious IT and business continuity initiatives.

### EDS helped 7-Eleven optimize operational performance and product mix

Since 1996, EDS has developed, hosted and managed 7-Eleven's critical business applications and the infrastructure that supports inventory and logistics processes, provides business intelligence insight and performs back-office functions, such as enterprise resource planning, payroll and accounting.

## A POWERFUL PARTNERSHIP

EDS loads nearly 1 million records a day into 7-Eleven's fulfillment and distribution system. In addition, the team delivers a business intelligence solution called 7-Insight to help the convenience leader make smarter and faster business decisions. EDS loads 15 million point-of-sale files and transactions in this system per night. No small operation, 7-Eleven relies on EDS to process 29,000 batch jobs per day and manage an IT portfolio of 152 applications and nearly 70 different technologies.

### Services featured

- Applications Management Services
- Applications Management Services - Enterprise
- Business Intelligence Services
- Enterprise Application Hosting Services (Oracle)
- Storage Management Services

To give 7-Eleven access to accurate, timely, product-specific information, EDS implemented an enterprise data warehouse that now improves operational performance and helps 7-Eleven analyze the profitability of products on a store-by-store basis. This combined with 7-Eleven's end-to-end automated ordering system lets the company track each item of inventory in each store to understand the buying patterns and behaviors of customers in that specific location.

Going even further, EDS supplies stores with automated weather reports and regional information updates twice daily. Both automated inventory tracking and real-time weather and regional data help the company customize its product mix to the needs of each store.

EDS also manages 7-Eleven's fulfillment and distribution system in a just-in-time fashion, so orders are processed on a daily basis with no inventory stock or warehouse to manage. That means in the event of an emergency, orders can be re-routed or rescheduled as needed.

What's more, a best-in-class vendor portal lets 7-Eleven's suppliers view orders, invoices and shipping information, providing a contingency should an emergency cut off access to their own systems.

## 7-Eleven extended and expanded its agreement with EDS

Attesting to the success of the partnership, 7-Eleven renewed the EDS contract in 2007 and modified the Applications Management Agreement to align with current business goals.

The new applications management contract allows 7-Eleven the flexibility to easily manage its portfolio of applications as its business needs and processes change. This flexibility to adapt applications and other support services will help 7-Eleven align its IT portfolio with its Retailer Initiative. The 7-Eleven initiative focuses on maximizing results and improving productivity enterprisewide, from operations and merchandising to accounting, planning and information systems.

EDS, an HP company  
5400 Legacy Drive  
Plano, Texas 75024

phone: 1 800 566 9337  
visit: eds.com  
e-mail: info@eds.com



ORACLE