

# eSOURCING CASE STUDY



OVER A 50% GAIN IN SOURCING  
EFFICIENCY FOR MULTI-BILLION  
DOLLAR CONVENIENT STORE  
CHAIN

## OVERVIEW

Cumberland Farms owns and operates a network of more than 560 retail convenience stores and gas stations in the United States. It is part of the \$24B holding company, EG Group. The company also designed & developed SmartPay, an application for payment & reward purposes.



**Retail & Gas  
Industry**



**\$6.3B  
Annual Revenue**



**7,000+  
Employee Size**



**560+  
Locations**



**120+  
Data Applications**

|| ***The hands-on training during our own events helped us get up and running in days, not weeks. Under their system suppliers don't have nearly as many questions as compared to the other solution.*** ||

***- Procurement Manager***

# APPROACH

Cumberland Farms was able to reduce the amount of time for RFP set up with Simfoni eSourcing. They were also able to reduce the number of supplier questions posed during their sourcing events considerably. A key source of value for them was the hands-on training with real RFP events and with real suppliers.

## RESULTS



**50%**

Less set-up time required for events



**90%**

Decrease in supplier support inquiries



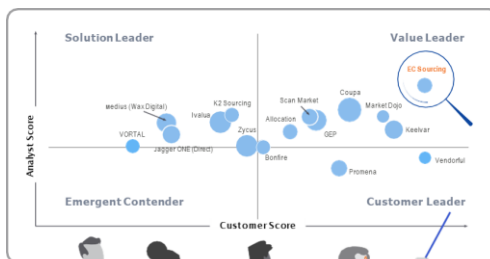
**60%**

Decrease in award analysis time

## CONCLUSION

Cumberland Farms replaced the existing eSourcing toolset from its P2P provider with Simfoni eSourcing and was able to drive a number of efficiency benefits, such as:

- **Bid Insights**
- **Hands on Training**
- **Optimized User Experience for Buyers and Suppliers**



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