



# RICKER OIL COMPANY, INC.

*PDI Case Study #10*

## *Executive Overview*

When Jay and Nancy Ricker founded Ricker Oil in 1979, their efforts were focused on the marketing side of the business, establishing the “Famous Ricker Pop” brand. When their son, Quinn, returned to the family business in 2005, he challenged the organization to automate business processes, reduce labor inefficiencies, and prepare the company for future growth.

## *Business Challenge*

Quinn stated, “I felt if we were going to compete in this industry, we needed to automate our operations, remove inefficient business processes, and grow our business. Having previously worked in our stores, I saw many opportunities to drive operational efficiencies. It was challenging to run a business on data that was 40-60 days old. We had the right people, however our legacy system was very labor intensive and in order to grow the company and be competitive, we needed to find a better, scalable software solution.”

## *PDI Solution*

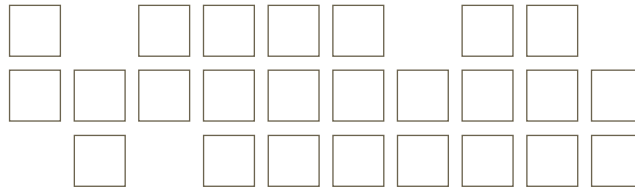
Quinn further explained that, “Partnering with PDI is the best business decision we’ve ever made! It was not an easy decision, as we tackled four large initiatives in the span of one year.” When Ricker decided to replace their legacy software, their corporate staff of 24 supported 29 stores. After implementing PDI/Enterprise, they were able to expand their store count to

51, while reducing their corporate staff to 18. Excitedly, he explains, “With PDI, we reduced our IT staff from 3 to 1 and are confident we can handle growth, due to the stability of our PDI system. We outsource a few IT functions and still save money. We used to have four fulltime employees rekeying paperwork at the corporate office, and now we have one associate auditing exceptions for all 51 sites.” He further explains, “PDI makes acquisitions much easier – nearly plug and play, and easy to train new managers, too. We could easily grow to between 75-100 stores and not have to add additional corporate staff, due to the efficiencies PDI provides.”

Ricker’s has seen an ROI in less than 12 months, and is now focusing on inefficiencies related to inventory control. Quinn says, “We had inventory data in three systems, and could never arrive at consistent reporting. Our people did not believe the information. In addition, shrink was greater than 3% due to the inability to get accurate information, or timely paperwork. Using PDI’s single, centralized database, we no longer question the integrity of our data. Our shrink is now being reduced to our targeted goal of less than one percent. This initiative will further improve the return on investment for the project. With the flexibility of PDI/FocalPoint reporting, PDI’s data warehouse and business intelligence application, data that used to arrive 40-60 days after the fact, is now available within a single business day, affording me the luxury to correct a problem, or

**“Partnering with PDI is the best business decision we’ve ever made!”**

**— Quinn Ricker, Director of Operations, Ricker Oil Company, Inc.**



a process issue, when it occurs instead allowing it to go on the entire month.”

### *Customer Results*

Quinn declares, “Implementing PDI/Enterprise has completely changed our company! It was a cultural change, however our managers have adapted easily.” Prior to their implementation, store managers spent up to an hour entering daily paperwork, focusing more on store accounting than customer service. “Our focus was in the wrong place. Managers now spend 15-20 minutes a day on paperwork, and we’ve changed their focus from accountants to ‘sales and business managers’, so they can leverage and grow the business..”

Quinn concludes by saying, “We have come so far in only a year. We can’t thank PDI enough for how you have helped us become operationally efficient. We are implementing PDI/Rebate Manager now and looking forward to PDI/Workforce in the near future.”

