



# STOP-N-GO, MADISON

*A PDI Success Story*

Stop-N-Go Stores of Madison operates 36 locations in southern Wisconsin and northern Illinois. Stop-N-Go recently implemented PDI/Enterprise making the switch from Microsoft Great Plains®. According to Scott Martinsen, Stop-N-Go's Director of MIS, PDI/Enterprise is enabling them to *Do Business Electronically* and creating time to focus on what matters most to their company... their people and their stores. "We had certain goals we wanted to accomplish and PDI is the only software company who could get us there," says Martinsen. Stop-N-Go's vision includes real-time decision-making and one comprehensive system from store to home office. Stop-N-Go also wanted a system designed for convenience stores and the industry's unique needs.

*"Our goal was to have our people work smarter, not harder. With PDI/Enterprise, we are doing just that.."*

— Scott Martinsen, Director of MIS

Originally owned by Bowman Dairy, Stop-N-Go began in 1963 as a family-run mini-grocery store. Through the years, Stop-N-Go built a successful line of convenience stores but they found themselves running on disparate software systems that did not meet their needs. "We took a look at what we wanted to accomplish in the next two or three years. Obviously, our financial system comes into that picture. Our previous system was a very generic financial system, so there are challenges if you want to do things more specific to the convenience store industry, such as with fuel. We worked around some of the issues, but we had an even bigger issue trying to maintain working interfaces with our executive information system. There were just too many translations and links to make that work."

Stop-N-Go researched the available industry solutions and

found that PDI/Enterprise addressed all their issues and much more. "With our previous system, we had to import all types of information. With PDI/Enterprise, it's all there in one system. You can post your distributions and you're done!"

Kurt Paradise, Stop-N-Go's Financial Analyst, adds, "With PDI/Enterprise, I am much more productive. In Accounts Payable, I used to take a full day to do what I can now do in an hour – and that's just one function!"

To do a consolidated financial report with their prior system, Paradise had to run two sets of financials and run other documents to link them. With PDI/Enterprise, he eliminated the unnecessary work. "With our previous system, it was like doing everything twice. We would waste an easy hour searching for missing inter-business entity entries. With PDI/Enterprise, it has it all in one place and research is very easy."

In the summer of 2007, Stop-N-Go of Madison began their site-level rollout of PDI/Enterprise. "It is very efficient and data is available to our store management team and field supervisors as soon as it is saved," says Martinsen. Paradise agrees, "The rollout is going well. We have 15 stores fully integrated so far, and our managers are very receptive. There have been a few hiccups, but PDI always responds quickly with adjustments when they are needed. We are moving on schedule and expect have all the stores on board by the end of January. "

Martinsen concludes, "We wanted to do one upgrade and to end up with one seamless system running our business. The bottom line for Stop-N-Go is maximizing sales and control with item level inventory. What I'm really most excited about is being able to take data and turn it into usable information for our managers. Now, I can watch them make good decisions based on real-time, accurate information. Our goal was to have our people work smarter, not harder," says Martinsen. "With PDI/Enterprise, we are doing just that."

