

Major US retailer simulates investment decisions to minimize risk and reduce costs

The ability to simulate operational decisions against real world variability is vital in delivering \$500,000 of savings annually across the organization.

BENEFITS

Save \$500,000 annually in cost avoidance of not purchasing and installing excess equipment

Minimize costs while maintaining service levels

Experiment with investment decisions to find best fit for each store

Evaluate the impact of process changes

“SIMUL8 has proven to be a versatile software that has been a part of almost every project that we work on from equipment investment to customer queuing.”

Operation Engineer

“ We quickly outgrew Excel based models. SIMUL8 lets us easily add the credibility of real world volumes and purchase behaviors to experiment with what-if scenarios. ”

Operation Engineer

EVIDENCE BASED DECISIONS

A major retail organization in the United States consisting of convenience and petroleum stores, uses SIMUL8 software to simulate almost every process in it's operation.

With a strong focus on the customer, the retailer aims for specific levels of service throughout the organization, so it's important that every decision made is right first time.

SIMUL8 is used on a daily basis to give management at the retailer the evidence they need to be confident that the decisions they make are the right ones.

COST AVOIDANCE

When a store holder requests an investment of any kind (equipment, staff etc) a simulation of the store is created to test the impact of the investment. This allows the retailer to experiment with different scenarios to find the best fit for each store without the risk of putting any investment in place.

The simulations consider a number of variables linked to customer satisfaction including demand, customer arrival rates, equipment utilization, customer service levels, and the profit that can be gained from each investment.

This approach saves the retailer \$500,000 annually in cost avoidance of not purchasing and installing excess equipment and has resulted in improved levels of customer service.

The versatility of SIMUL8 software ensures it will continue to be used as a key part of upcoming projects within the retailer from equipment investment to minimizing customer queuing times.

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