



Circle K Stores, Inc.

A PDI Case Study



Overview

HQ: Tempe, AZ, founded in 1951 in El Paso, TX
Industry: Convenience Stores
Solution: PDI Enterprise



Business Challenge

- Needed a single, comprehensive software solution that could intuitively integrate across all functions in the organization
- Required a solution that provided accurate, timely business intelligence and big data
- Wanted a solution that could handle high volumes while also saving the company money



Circle K completes store manager training
within days,
cutting training costs
significantly

Circle K most valued the relationships, the community, and the fully-integrated solutions they found with PDI.

Customer Results



Single, fully-integrated solution



Speedy training time



Real-time big data and business intelligence



Fully customizable to meet a variety of needs



It's not just a software company. It really is a community.

John Dailey, Senior Manager of IT, Circle K Stores, Inc.