

Envoy™ Helps Retailer React Faster

Tony El Nemr, owner of Nouria Energy, a 45+ store chain, had to wait over a week for accounting to process his stores' reports. Now, with Envoy, he can review all stores' business daily and keep shrinkage under 1%.

Starting with a single store in 1989, Tony has grown Nouria Energy to be one of the largest Shell direct retailing operations in the northeast. Nouria Energy has its headquarters in Worcester, MA.

Envoy lets Tony “run a tight ship”

Intelligent decisions need good data and Envoy provides just what Tony's business needs. Envoy “caters to us as convenience store operators”, providing “everything we need to smartly manage our stores”.

Implementing Envoy has meant faster reaction to Nouria Energy's store network: weekly P&L statements instead of monthly or quarterly ones. “We can get the numbers from each store on a daily basis, just after they close their business day.”

The “best piece of software on the market”

Asked if he would recommend Envoy to other retailers Tony responded, “Yes, absolutely! We've got the best piece of software on the market right now. There is nothing you would need to run your business that Envoy doesn't provide.”



Tony's Key Comments:

- Envoy provides the best fit for our organization.
- Everything we need to smartly manage our stores is at our fingertips and easy to find.
- We can get the numbers from each store just after they close their business day.
- Our stores are so tightly controlled that shrink runs at just under 1%
- There's nothing you would need to run your business that Envoy doesn't provide.
- Envoy is the best piece of software on the market right now.
- Would I recommend Envoy – Yes, absolutely!



Automation Solutions for Convenience Retailing

World Headquarters (USA)

2800 Oakmont Drive, Round
Rock, Texas 78664

Tel: +1 (512) 246-4000
Fax: +1 (512) 246-4000

info@DataMaxGroup.com
www.datamaxgroup.com

Montreal (Canada)

4837 Levy Street
St. Laurent, QC H4R 2P9
Tel: +1 (514) 341-0101
Fax: +1 (514) 341-8999

Bangkok (Thailand)

17th Floor Q, House
Plenhit
598 Plenhit Road
Lumpini, Pathumwan,
Bangkok 10330
Tel: +66 (0) 2627-3990