Executive Summary

Parkland is an independent supplier and marketer of fuel and petroleum products and a leading convenience store operator in Canada, the Caribbean, and the US. Parkland strives to constantly enrich the experiences and the offers it generates for its customers by being a customer centric organization. To bring these engaging and personalized experiences to life Parkland is focused on becoming data driven and technology led. Parkland initiated a Digital Transformation journey to lay the foundation for a data and analytics platform that will help accelerate personalized offer generation to its customers.

Laying the foundation for analytics with Master Data

To support the company’s digital transformation, Parkland needed to create the master data foundation using a single, trusted data repository that contained up-to-date information for its close to 1,850 retail gas stations in Canada. In its current form the retail station information was fragmented and stored in multiple systems. Parkland implemented TIBCO EBX™, a Master Data Management (MDM) system on Amazon Aurora and Amazon Simple Storage Service (Amazon S3) for the data lake. Parkland deployed a working system for Canada in ten months followed by an addition of US sites to the system in another six weeks.

Harnessing digital capabilities using TIBCO and AWS

This new system captures approximately 350 attributes from each retail gas station and offers managers and decision makers a wealth of information they can use to better understand their business. Parkland partnered with AWS to build the supporting data lake on Amazon Simple Storage Service (Amazon S3).

“Working with TIBCO professional services, we had an environment up and running with live data on AWS in six weeks,” said Kshitij Sharma, Director of Digital at Parkland. “The system went out to all our stores within ten months of the project start date.”

Accelerating digital transformation

TIBCO EBX provides a single data source where Parkland employees can find accurate data about each retail gas station (e.g. address, service offerings, active pumps, hours of operation). The system integrates with the larger AWS ecosystem, which is the company’s digital partner of record. “Today, we run our analytics on Amazon Redshift, data science initiatives using Amazon Sagemaker, AWS Glue for ETL. We now connect data from the MDM system to our transactions data from the retail sites for deeper insights.” explained Kshitij Sharma. “Using TIBCO EBX on AWS provides us with a very critical, fundamental layer of data that enables the analytics we want to do in the future and generate personalized offers for our customers.”
Meeting agility and growth through flexibility and scalability

Working as an agile development team, the digital transformation group needed a responsive solution that would support their iterative process for innovation and help them get to market quickly. They chose TIBCO for the flexibility it offered. “TIBCO allows us to make updates quickly by adding fields, changing hierarchy, or adjusting the data model,” said Kshitij Sharma. “That flexibility has really paid off for our agile team by allowing us to move quickly with changes as they come in.” Furthermore, the team has been able to leverage the solution they created for Canada to roll out to other locations. “Once we got the solution running in Canada, it was easy to build on the same skeleton ecosystem, which makes the set-up time for other geographies very minimal,” Sharma explained.

Enabling better governance, security, and data workflows

The combination of running TIBCO EBX functionality and the security guardrails in AWS helps Parkland mitigate risk while improving data accuracy and visibility for people from multiple departments across the business. “Through TIBCO’s MDM capabilities, like role-based access control (RBAC) and workflow approval automations, we’ve set up a governance structure which allows people from various departments to access and update the data and have an auditable track of what was changed and why?” explained Sharma. “If someone wants to make changes, those changes must go through our simplified and automated workflows for approval before they are accepted.”

Speeding time to innovation, insights, and customer centric offers.

TIBCO on AWS unlocks new efficiencies and opportunities across the entire Parkland organization. “On AWS, the infrastructure is all managed for us and the set-up time is way quicker” said Sharma, “making the cost to go to market lower than doing it ourselves.” Additionally, once the TIBCO MDM solution is up and fully operational, Parkland plans to integrate it with internal and external systems. The team is working on connecting it into social to improve the reliability of store data found via web search and building a product master that provides a comprehensive view of what is sold at each store.

“With AWS as a key part of our overall cloud ecosystem, choosing it for MDM means we can exchange our data faster, easier, cheaper going forward. It’s a very scalable system that allows us to get to market much more quickly and keep pace with our growth.”

About TIBCO Software Inc

TIBCO Software Inc. unlocks the potential of real-time data for making faster, smarter decisions. The company’s Connected Intelligence Platform seamlessly connects any application or data source; intelligently unifies data for greater access, trust, and control; and confidently predicts outcomes in real time and at scale. Learn more at www.tibco.com