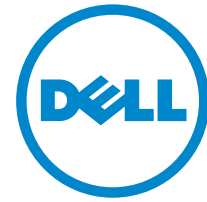


# Murphy USA expands retail presence by more than 20% with help from Dell custom service desk solution



- Point of Sale
- Services



"I never have to worry about managing our chain's support needs. I really focus on my people, so they can get their jobs done, and I can make sure that they're successful. I can do this with Dell service desk."

*Tommy Seabolt, Manager,  
National Support Center, Murphy USA*

## Customer Profile

Industry:	Energy (Oil, Gas, Petrochemical, Renewable)
Country:	United States
Employees:	4,000
Web:	<a href="http://www.murphyusa.com">www.murphyusa.com</a>

## Business Need

Murphy USA needed a reliable, cost-effective service desk solution for its gas stations/convenience stores to minimize revenue lost through point-of-sale (POS) downtime and keep pumps open 99.9 percent of the time.

## Solution

The company partnered with Dell Services for a custom service desk solution with replacement POS units, providing a four-hour response window for its stores that guarantees a whole POS replacement unit within four hours, even if staff cannot determine reason for failure. The solution integrates Dell's and Murphy's BMC Remedy Service Desk solution for automatic dispatch of service and enables coverage for out-of-warranty equipment.



## Benefits

- Able to expand by 200+ stores while improving service quality
- Faster transaction times with Intel® Core™ 2 Duo processors, improving the customer experience
- 5 employees reassigned to more strategic tasks due to integration between Dell's and Murphy's help desk ticketing solution
- 99.9% uptime of businesses
- Proactive caching of whole units and parts to ensure fast service following hurricanes and tornadoes
- Warehousing of POS systems and parts to support Murphy's fast pace of growth

Aiming to be a low-cost, high-volume market leader in the Southern United States, Murphy USA (Murphy) opened its first gas stations and convenience stores in 1996 with a simple strategy: partner with a low-cost, high volume leader of retail businesses. Now most of Murphy's 1,100 gas stations and convenience stores are located on or near Walmart parking lots. Murphy USA is a subsidiary of Murphy Oil Corporation, based in El Dorado, Arkansas, which produces oil and gas in the United States and conducts exploration activities worldwide.

"We needed immediate replacement of equipment to our stores, and Dell has done a superb job of providing us with four-hour response times."

*Charles Jarrett,  
Senior Director of Retail IT,  
Murphy Oil Corporation*

The company's convenience stores are small—300 square feet on average—enough for a few products, one cashier and a point of sale (POS) terminal. A back office houses two more PCs, one for administrative work and the other for pump control. The desktops are [Dell OptiPlex XE](#)'s with Intel Core 2 Duo processors, and the many peripherals that attach to make a cash register—cash drawer, touch screen, printer for receipts, bar code scanner, check reader—are from Dell, including the [Windows 7](#) operating system.

#### **Improving reliability and transaction times**

A Murphy store processes 1,500 transactions per day on average, so the reliability of the Dell equipment is critical. "Since we switched to the Dell OptiPlex XE machines with Intel processors, reliability has gone way up," says Tommy Seabolt, manager, National Support Center, Murphy USA. "The OptiPlex XE holds up extremely well in the rugged environment of the convenience store, which can be dusty and prone to spills and accidents. In the past, however, we had a fair number of service calls—a register locked up, a cash drawer that wouldn't open. When that happens, we can't do business. Having the operating system pre-installed saves us significant costs in service teams' time."

The Intel processors have contributed to increased revenue, thanks to the ability to serve customers faster and therefore service more customers.

"We've improved performance at the point the sale by switching to Intel Core 2 Duo processors," says Charles Jarrett, senior director of retail IT, Murphy Oil Corporation. "That increased transaction speed translates to a more positive customer experience, and we're able to serve additional customers."

#### **Minimizing lost revenue**

Many Murphy stores are located in Hurricane Alley, and others are in tornado zones, so the company had to have a solution for quickly replacing damaged equipment. The stores are spread out, some far from an airport. The logistics problem of stocking replacement equipment and being able to reach the stores to minimize lost revenue was difficult to surmount.

Murphy tried to solve the problem with a home-grown solution. "We recruited

### **Technology at Work**

#### **Services**

[Dell™ service desk](#) with whole POS replacement

#### **Hardware**

[Dell OptiPlex™ XE](#) desktops with Intel® Core™ 2 Duo processors

#### **Software**

[Windows® 7](#)

technicians or contractors, and we sent technicians from Arkansas out to support our chain," says Jarrett. "Of course we had to pay them, we had to worry about the inventory we kept and we had to manage them directly. If a register went down, we might ship a register, or we might drive all night to get there or fly it there and personally install it. The average response time would be 16, 20 hours—lots of lost revenue."

Dell examined Murphy's business needs and worked with the company to help design a solution. The result was a service desk with a failsafe option built in: the whole POS unit replacement.

#### **Shortcut to fast service**

Murphy's technicians first try to ascertain what part or peripheral is responsible for a problem. If they can't, the store calls the [Dell service desk](#) and requests that a replacement POS system—a complete POS system with all required peripherals—be delivered within four hours. Dell service hubs were already stocked with the hardware that would be necessary to provide whole unit replacements. In addition, Dell would support the Murphy service team with all the training they needed to give them the initial troubleshooting acumen to make the right diagnosis the first time.

Murphy evaluated the Dell service desk solution along with two other nationally-known service providers and benchmarked all of them over a six-month period. Dell came out on top. "Dell has become our very close partner in supporting the Murphy USA chain," says Jarrett.

#### **Reassigning five employees to higher value work**

Over time, Dell has integrated its third-party service desk ticketing solution with Murphy's system so that they talk

to each other, and employees are free for other tasks. "I never have to worry about managing our chain's support needs," says Seabolt. "I really focus on my people, so they can get their jobs done, and I can make sure that they're successful. I can do this with Dell service desk. I've been able to reassign employees to pump dispatches and other higher value work with the support we receive from Dell and the integration between our two service desk systems."

"We needed immediate replacement of equipment to our stores, and Dell has done a superb job of providing us with four-hour response times," adds Jarrett. "We watch the weather very closely but we still needed a proactive replacement system in the event of a storm. Dell watches the weather as closely as we do. We're plugged right in with their support network, and they alert us when there is a storm approaching. They help cache equipment in advance of the storm so after the storm passes through, the Murphy and Dell technicians pick up the equipment and drive it out to the stores to replace anything that's been damaged."

#### **99.9% availability to meet requirements**

By warehousing POS systems for immediate delivery, Dell has helped Murphy develop a supply chain to gather all of the equipment it needs to replace a point of sale for any one of its gas stations in short order. "Another way Dell has partnered with us is by developing a delivery package that fits into our small store footprint," says Jarrett. "Our stores typically are very small, and we don't have facilities to receive a large bulk pallet of parts. It just won't fit through the door. Dell quickly adapted and evolved a series of boxes that easily fits through our

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*Charles Jarrett,  
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door and put where it won't obstruct traffic. I don't know of another partner that would have done that as quickly."

"Walmart always looks to its partners and vendors to be extremely reliable in terms of taking care of customers. If you don't take care of the Walmart customer, you're not going to be a partner or a vendor with Walmart," says Jarrett. "We've earned the status over a period of 15 years of being a very dependable company that can deliver quality fuel at a good price, so Walmart looks to do business with us in the future. And thanks to Dell, we can be up and operating more than 99.9 percent of the time, for Walmart, for our customers and just to stay in business."

### Helping to enable more than 20% growth

Because Murphy now has a cost-effective service desk solution that it doesn't have to hire staff to maintain, the company can focus on growth. "Without Dell, we would have had to invest in warehouse space and field technicians to keep our stores always running," Jarrett sums up. "We have expanded our retail presence by more than 20 percent—a couple of hundred stores—since using Dell custom service desk, while significantly improving service quality. As we grow, the service grows with us, so it's a sustainable solution that we can rely on for years to come."



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