

REPT

Part of Accenture

case study.



about Q8.

Q8 is one of the top fuel providers in Europe, with close to 5,000 service stations in Europe, of which over 700 are located in the Benelux region, operating under the brands Q8, Q8 easy and Tango.

Q8's business and services reach far beyond those of a traditional fuel company. In addition to the production, marketing and sales of Q8 lubricants, Q8 also has a strong network of 'Shop & Go' convenience stores in partnership with Delhaize, Panos and Starbucks by Selecta. With Q8 and Tango electric, Q8 is taking big steps in E-mobility with a rapidly expanding network of (fast) chargers at our own service stations, at customer and partner locations and through a broad European network.

Although Q8 has a solid reputation as a fuel company, it aims to be much more than that. That is why Q8 has embarked on a transformation journey from a traditional fuel company to a sustainable Mobility player. Today, Q8 already offers its customers access to a network of more than 50,000 electric charging stations in the Benelux. Continuing on this path, Q8 will further expand its current business with more sustainable fuels and innovative services, and offer excellent customer experiences through digital initiatives such as the Q8 smiles loyalty scheme.

executive summary.

As one of the largest fuel players in the Benelux market, Q8 knew that to continue growing their convenience retail offer, modernising their retail site systems was essential to compete in the rapidly changing and highly competitive environment. Q8 selected REPL Group, Part of Accenture to partner with Q8 to deliver the solution architecture of the future and to build the transformation roadmap to realise Q8's strategic ambitions.

challenges.

In 2019, Q8 understood that to realise their digital strategy and further strengthen their retail DNA, they would have to transform the technology foundations of their convenience stores. It was clear that the existing systems would not be capable of delivering the future innovations required to continue their growth agenda due to being end of life and approaching compliance deadlines, and therefore required replacement. It was at this point where Q8 decided to seek out industry expertise to help guide them in defining their technological transformation strategy and roadmap, and selected REPL.



REPL & Q8. the perfect match.

why REPL.

REPL were able to demonstrate a deep industry knowledge both in fuel and convenience retail that really put them ahead of the competition. REPL were also able to demonstrate an understanding of the challenge, providing a clear and pragmatic approach to the assignment, as well as an excellent understanding of best practises and industry trends amongst Q8's competitors and peers. It became clear that REPL was the right partner for Q8 to collaborate with to achieve its objectives, and a suitable systems integration partner able to support the future transformation programme.

Q8 selected REPL for:

- deep industry knowledge
- unrivalled expertise
- best practice application
- streamlined systems integration
- ongoing support
- culture

how has REPL helped?

In January 2020, REPL mobilised a team of experts to embark on a strategic study to review the current technical landscape and operating model. This culminated in the delivery of a solution architecture design and transformation delivery roadmap. Based on this study, REPL recommended a short-list of leading solution providers who could enable Q8's digital vision, and supported Q8 to define the procurement strategy for the RFP process. Within this initial phase, both Q8 and REPL were able to demonstrate flexibility in ways of working, which became important during the initial months of the COVID pandemic.

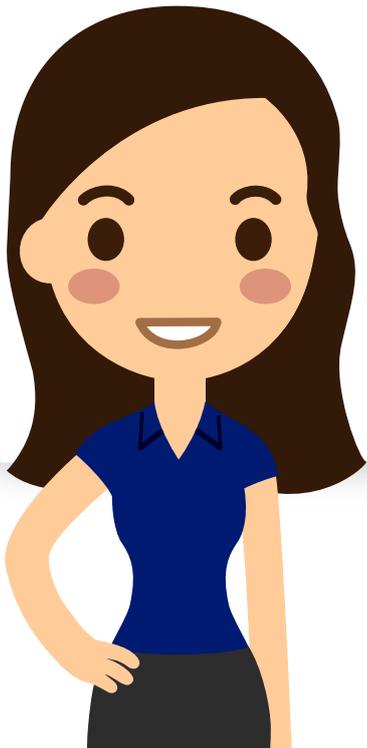
Q8 and REPL then moved into the RFP phase, where REPL were able to support in defining and documenting business and technical requirements to help build the RFP package for submission to the suppliers. REPL also contributed by bringing experience and expertise to define the key areas of interest for the RFP to explore, and by bringing processes and tools to help ensure a thorough and complete assessment of the suppliers.

REPL also delivered a series of independent deep dive assessments. This included an assessments of current Q8 solutions and their continued suitability against the digital strategy, and assessments of alternative technology solutions that Q8 could use within the target architecture. This additional work was delivered "Despite the already quite challenging exercise of running an extensive RFP" Ilse Caers- Retail Digital Manager, Kuwait Petroleum North-West Europe.

results & future plans.

built for longevity.

Q8 and REPL agreed to continue their partnership for the next phase of the delivery. Q8 recognises that REPL has a talented team that can strengthen their internal capabilities through continued collaboration, and key programme roles will leverage REPL's technical skills and retail expertise to ensure that the next phase of work will be a success.



“REPL Group has transformed the way we look at the site system architecture at our retail sites, which will help us deliver an improved convenience experience for our customers. Their technical and industry knowledge is unrivalled, and despite us all working in a pandemic-impacted environment, they have been able to deliver us the foundations of a structured programme that will have lasting effects for Q8.”

Ilse Caers - Retail Digital Manager, Kuwait Petroleum North-West Europe

interested in what other challenges REPL can help you overcome?

[click here to explore more of what we do.](#)



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REPL Group is a world-leading consultancy and technology group specialising in workforce management, supply chain, customer experience and enterprise systems. Since 2007, the highly specialised retail technology team has developed intimate partnerships with businesses to deliver long-lasting value. Hundreds of businesses around the world rely on REPL to solve critical enterprise problems. Driven by doing the right thing for its customers, team, and the world at large, REPL has enjoyed year-on-year growth and international acclaim. As part of Accenture, REPL Group helps clients reimagine their supply chain, people and store technologies to become more efficient and meet new customer needs.



info@replgroup.com



+44 (0)808 200 7375



replgroup.com