

Haffner's Simplifies, Unifies its Compliance Management (Environmental and L&P) with Titan Cloud



As one of the largest wholesale distributors of fuel in New England and Upstate New York, Haffner's (HAFFNER'S), which is owned by Energy North Incorporated (ENI), operates more than 70 gas stations, convenience stores, car washes, bulk fuel plants, home heating offices and foodservice locations. In addition to major brands, including Exxon, Mobil, Sunoco, Gulf and Citgo, HAFFNER'S is rapidly growing its Haffner's and Tradewinds gas station and car wash brands and home heating business.



CHALLENGES

- Rapid growth through acquisition made collaboration challenging
- Fragmented compliance systems put extra burden on non-compliance team members
- Disconnected cross-departmental processes lacking a unified view
- Comprehensive project oversight for environmental remediation, monitoring, and construction



SOLUTIONS

- Centralized environmental compliance
- Centralized licensing and permitting (L&P)
- Centralized activity tracking for compliance-triggered repair and maintenance (R&M)
- Remote connectivity and fuel asset monitoring
- Centralized environmental remediation, monitoring, and management



RESULTS

- Transitioned from 0% to 91% remote connectivity within seven months
- Enhanced dispatching with comprehensive alarm management
- Increased data visibility, leading to more proactive R&M
- Proactive L&P measures to streamline L&P
- Safeguards to prevent overfills with transport division
- Centralized compliance document repository

Much of its recent growth has derived from acquisitions, resulting in what had begun to feel like individual self-governing bodies, rather than one cohesive organization. HAFFNER'S needed to quickly unify a diverse, fragmented group of departments and management systems under one single source of truth to better manage its environmental compliance and L&P oversight for multiple areas (c-store and bulk plants).

"There are certain challenges that we expected with the rate of growth we have achieved," said Melissa Davis, Senior Compliance Officer for Haffner's. "Our teams need to efficiently share data across departments. This requires accurately assessing and reacting to that data, which ensures compliance across the business. Additionally, one of our core values is Do the Right Thing. It was very important to establish a compliance management system to help facilitate that core value from a compliance purview. Lastly, we needed to build a foundation for anticipated future growth."

From monitoring tank levels and release detection to tracking inspections and service visits, managing downstream fuel assets is a tricky business. The wrong information can lead to fuel supply disruptions, sudden downtime, and lost profits in an industry where margins are already very tight. In this industry, mitigating risks, whether fuel loss from leakage and theft or disruptions owing to compliance issues, is key to threading that needle.

To meet these challenges, HAFFNER'S selected Titan Cloud to consolidate its brands under one Software-as-a-Service (SaaS) platform of record for its most critical compliance and fuel operations.

"We chose Titan Cloud for its ease of implementation, strong customer service, and product versatility and scalability," said Davis. "It was the best platform to build a strong foundation for our continued rapid growth."

Additionally, Davis and the HAFFNER'S enterprise team experienced firsthand how compliance issues often impact legal; repair and

Navigating data, across a complicated and disjointed environment, placed a lot of stress on HAFFNER'S's retail associates, who serve at the front line of the c-store business. Retail associates should focus on the customer experience. Compliance-related tasks should be centralized to remove added demands in a high-turnover area of the business and to place the burden on those trained specifically in the skill set and resources required to maintain compliance. These operations—which included environmental compliance and L&P documentation, automated tank gauge (ATG) alarm management, monthly release detection, 30-day walk-thru inspections, regulatory inspections, insurance requirements, testing, compliance-triggered R&M and more—functioned in silos using spreadsheets, manual data entry and vendor reliance, making it difficult to operate cohesively and efficiently. Compliance and L&P was primarily reactive rather than proactive.

maintenance; health & safety; insurance; licensing and permitting; and more.

"It was time to approach the enterprise from the bigger picture as all of these nuanced areas are interconnected," she said. "Titan Cloud's platform provided that strategic view while still being flexible enough to configure to our specific needs."

The Titan Cloud platform works seamlessly with existing ATG hardware to remotely monitor the fuel level and working condition of fuel tank systems. Once that information is centralized, its alert management tools make it easy to identify which alerts need immediate attention, reducing unnecessary service dispatches and saving money.

"There is not a whole lot of room for inefficiencies in fuel retailing and c-store/bulk plant compliance," said Davis. "The more streamlined we can run our operations, the better our bottom line will be. With Titan Cloud, we can run a very tight ship and Do the Right Thing."

Transitioning From Reactive to Strategic



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Visibility Across The Fuel Network

By consolidating its fuel data on the Titan Cloud platform, HAFFNER'S has gained control over how it views, interprets, and shares information. Whether they need to focus on data from a specific location, across any one of their brands or from their enterprise as a whole, the information is at their fingertips.

Titan Cloud's data integration sends information to essential systems in real-time for easy access by the appropriate teams. With this streamlined approach, HAFFNER'S team members can focus on other important tasks, human error is reduced,

manual processes are minimized, fuel quality maintained, and customer experience is greatly improved.

"In order to keep up with the accelerated pace of business, our teams must be given the freedom to operate in new ways," added HAFFNER'S's Chief Technology Officer Steve Evans. "We are using technology to help our people succeed in their roles and empower them to work in new ways with a more agile operating model supported by Titan Cloud's platform."

Filling The Tank With Profit

Following rollout, HAFFNER'S increased its remote connectivity from 0% to 91% in just 7 months and aims for 100% by year-end. Alarm management has been revolutionized, enabling the rapid identification of tank system issues and water infiltration, reducing downtime, and averting environmental hazards. The Titan Cloud solution enables HAFFNER'S to discern downstream supply patterns based on location and weather and to detect leakages and water infiltrations swiftly and remotely, averting costly repairs and only dispatching contractors out on priority-one

service calls. Moreover, the centralized permit renewal system ensures no delays in sales of necessities like tobacco, alcohol, and fuel.

"Titan Cloud has elevated our productivity, enhanced our enterprise visibility, and simplified the management of our assets," stated Davis. "As a result, our team now can focus on what truly matters: customer experience, fuel quality and our core values (Family, Do the Right Thing and Safety). The savings allow for reinvestment opportunities and increased profits."

ABOUT TITAN CLOUD

Titan Cloud provides the industry-leading Fuel Asset Optimization software platform to help customers effectively manage environmental compliance risk, reduce maintenance costs, and increase revenue.



TRUSTED

by 700+ global customers in c-store, wholesale distribution, and commercial fleet



REDUCTION

in remediation costs with early detection



DECREASE

in consolidated maintenance costs



INCREASE

in average fuel sales per site

As businesses manage against unpredictable demand, increased volatility, and rising costs, leaders across industries are turning to Titan Cloud technology to gain unprecedented connectivity, visibility, and control into their fuel assets and operations.

Learn more at titancloud.com

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