



Workforce Management

FireStream Ascend **Retail** Module

Protect C-Store Profits With FireStream's Ascend Workforce Management System.

Today's retailer is squeezed by many external factors, among them the continued volatility of energy prices. But despite external pressures, the biggest expense in the energy industry continues to be people, and successful retailers must act to protect profits by managing labor costs.

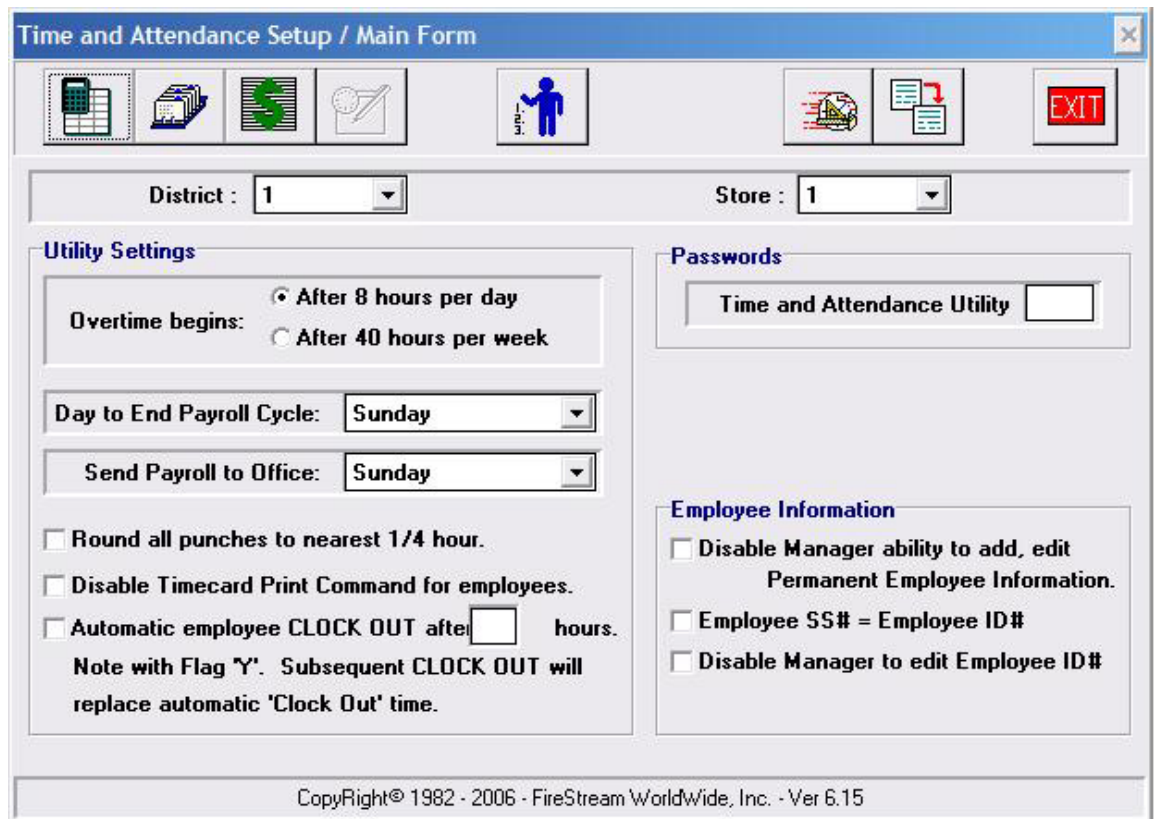
FireStream's Ascend Retail automation software helps successful petroleum marketers maximize profitability with its Workforce Management System (WMS).

WMS enhances store operations in ways not previously possible, making sure that

you have the right people in the right places at the right time.

The supervisor starts the WMS process by making predictions for the store—such as the number of customers, number of items sold, items sold by department and receiving volumes—for specific time intervals. This information is used to determine the number of associate hours needed to complete tasks within company standards and results in a labor demand forecast.

Next, the Labor Scheduler is used to develop a schedule that best supports





the store's customers, its forecasted operational needs, and associate needs. WMS simplifies labor scheduling by cross referencing the many constraints a store manager has to consider when making a schedule, including labor demand by department, associates available, guaranteed hours, guaranteed schedules, split shifts, associate cost and productivity, seniority, skills, union rules, corporate rules and store standards.

How do you know whether you are meeting all your business rules? Do you have someone old enough to sell beer in the store? Do you have the right number of people on a busy shift? By using WMS, you can be certain your schedule is meeting your business needs.

At a basic level, WMS also is a time and attendance module. But WMS goes way beyond the basics. With advanced management tools such as PC Time Clock, drag-n-drop scheduling, and real-time payroll reporting, WMS helps managers keep track of shift distributions, authorized and borrowed labor employees, and provides automatic distribution of hours.

Perhaps the single most important benefit of time and attendance, though, is its ability to monitor the work schedule as developed in other modules. Time and attendance enables management to monitor payroll and see at a corporate level what is happening in the stores on a daily basis, so they can correct problems before they bust the budget or lead to service shortages.

A final benefit of manpower planning is in budget control. With FireStream's WMS, you can look at budgeted hours on a daily basis compared to actual hours, budgeted dollars compared with actual dollars spent, and accurately predict labor costs over a period in the future. It also allows store-to-store performance comparisons and exception reporting.

FireStream's Workforce Management System is an aid to make your business more efficient and to better meet the needs of your customers, your stores and your associates. To learn more, please contact FireStream at 877.206.9400.