Transforming Multi-Site Operations with Engauge + Bulloch Integration

CENTRAL ONTARIO FS

Client: Multi-site Independent Gas Station Operator (Ontario, Canada)
Industry: Retail Fuel & Convenience

Interviewee: Manager, Retail Business Development
Technology Stack: Engauge + Bulloch

BACKGROUND

The client manages multiple independent gas stations across Ontario, including sites in Chatham, Seaforth, Belle River, and Glencoe. The operations team had used the ACE POS system for over a decade but increasingly faced operational inefficiencies, data blind spots, and theft vulnerabilities. The team needed a cloud-based solution that could centralize control, offer real-time data access, and integrate seamlessly with their existing Bulloch fuel systems.

THE CHALLENGE

→ Data Silos and Theft: Legacy systems were easy to manipulate and lacked the audit trails needed to detect and investigate internal theft.

→ Delayed Reporting & Manual Errors: Weekly fuel sales reporting depended on supervisors being present and sending in paperwork, leading to delayed or missed data and potential revenue loss.

→ Lack of Remote Access: The non-cloud-based system restricted oversight to physical locations, limiting visibility for travelling managers.

→ Inefficient Inventory Management: Price changes weren't applied uniformly across sites, leading to lost revenue and operational confusion.

THE SOLUTION: ENGAUGE + BULLOCH INTEGRATION

Referred by a trusted fuel technician, the Engauge platform—already Bulloch-compatible—was implemented at four locations, with more onboarding soon. The team engaged directly with MVP's product team to customize features based on real operational needs.

RESULTS & MEASURABLE OUTCOMES

Improved Oversight and Accuracy

"We caught price discrepancies instantly. The ACE system continued two-for deals beyond the second item, costing us money. Engauge got it right."

✓ Instant access to sales and pricing across sites

✓ Real-time audits and user tracking helped identify fraud quickly

✓ New audit logs allow visibility into all edits, who made them, and when

Significant Time Savings

"It used to take days to get fuel reports. Now we just log in, pull the report, and send it off."

✓ 90% reduction in reporting turnaround time

✓ Fewer manual inputs reduced the risk of human error

Labour Optimization

"Hourly sales dashboards helped us trim excess hours at slow times—we're already saving on staffing."

✓ Dynamic dashboards allowed for hourly sales analysis

✓ Adjustments to scheduling led to tangible labour savings

Streamlined Inventory

"Printing barcode shelf labels used to be painful. Now it's a few clicks. Everyone's happier."

✓ Built-in barcode labelling simplified store compliance

✓ One-click label printing saves time and reduces errors

Team Adoption & Feedback

Despite varying tech comfort levels, over 90% of site supervisors embraced the new system.

"Every new site supervisor we onboard is ecstatic. They can't wait to use it."

Those who were less tech-savvy still found the interface easy to learn, thanks to intuitive design and responsive customer support.

Support & Partnership

"Support is a 15 out of 10. I accidentally text Eric on a Friday night, and he still replies."

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Elevator Pitch from the Customer

"You're stupid not to do it. The ability to access your entire operation from your phone, in real time, with full accuracy—it just makes sense."

Engauge