

Real-Time Margin Protection & Smarter Inventory at the Speed of Business

Customer: Independent Gas Station & C-Store Owner, Saint John, NB

Systems Used: Bulloch POS + Engauge

Focus: Inventory Control, Margin Protection, Daily Reporting, Remote Access



OVERVIEW

As a seasoned gas station and convenience store operator, Chris was no stranger to retail systems. But as the market evolved and margins tightened, it became clear that his existing setup—while familiar—wasn't providing the visibility or responsiveness he needed. That's when he made the switch to Engauge, integrating it with his existing Bulloch POS.

THE CHALLENGES BEFORE ENGAUGE

- Delayed Reporting: "I had to subtract what I sold and go through all these
- Margin Risk: "I found out I was selling cigarettes for 25 cents below cost."
- Employee Limitations: "I wasn't always there, and I relied on staff to catch price increases or errors."
- Cumbersome Inventory Receipts: "The old system didn't flag product changes in real time. That costs money."

HOW ENGAUGE SOLVED IT


- Live Inventory Visibility: Chris now sees inventory levels and cost changes in real time. "It flags it right away if something's off. You're not guessing or losing margin."
- Automated Margin Protection: Receiving inventory directly through Engauge automatches pricing, highlights discrepancies, and prevents underpriced sales. "It tells me when I'm about to lose money before it happens."
- Remote Access Anywhere: "Whether I'm at home or one of my stores, I just log in."
- Smooth Onboarding: "The team transferred over 4,000+ barcodes and helped set up departments logically. The learning curve was low—even for someone who doesn't like change."
- Employee Access Controls: Chris limited staff access to critical functions while keeping Engauge intuitive. "I'd love to allow more people to use it—and with permission settings, we're almost there."

OUTCOMES

- 20+ hours/month saved in manual inventory lookups and invoice reconciliation
- Improved gross margins due to accurate cost inputs and real-time price alerts
- Faster ordering and less overstock thanks to department-based logic and item-level controls
- Lower stress and higher confidence in operations and employee trust

WHY IT WORKS WITH BULLOCH

- Deeper back-office functionality built for multi-location and owner-operator environments
- Live sync with transactional data to enhance reporting without disruption
- Enhanced item grouping and cost control that leverages Bulloch's stability with Engauge's flexibility



"IT'S NOT JUST A TIME SAVER —ENGAUGE PROTECTS MY BOTTOM LINE. BEFORE, I DIDN'T KNOW I WAS LOSING MONEY. NOW I SEE EVERYTHING IN REAL TIME."