

CASE STUDY

COMPANY



**SGII Group, LLC
(DBA Market 24)**

www.market24stores.com

STORE COUNT: 19

CONTRIBUTOR



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TECHNOLOGY PARTNER



Altria

SGII Group, LLC

(DBA Market 24) Pittsburgh, PA



Market24 Leverages Petrosoft's Certified Altria API Integration to Streamline their Tobacco Promotions and Pricing

INTRODUCTION

SGII Group, LLC (dba Market 24) operates 19 convenience stores across Pennsylvania. The founder has decades of experience in the convenience store industry and uses technology to help optimize his operations. The company's mission is to provide quick, friendly and safe on-the-go service to meet the needs of its customers and the communities it serves.



THE CHALLENGE

The company was obtaining promotions for their Altria sales rep which was then entered into a spreadsheet and then manually entered into CStoreOffice, their cloud back-office system. This manual entry was leading to errors.

Since the company was already using C-StoreOffice to manage most of their promotions workflows, they hoped the integration would automate the “first mile” of the promotional programs, the setup. Their current solution automated the updates to prices and promotions to their cash registers. The back-office app would then parse the shift reports and generate/send the scan data reports to Altria.



THE OUTCOME

“Now the promotions cover more SKUs than before, because the API integration actually provides more information than the files we were previously receiving from our sales rep at Altria.”

The company found the integration saved them about 12 hours of work and reduced errors dramatically.

[Learn more](#) about
the benefits of
C-StoreOffice and
automation of c-store
operations.

FINAL THOUGHT



Where else would you like to leverage APIs to get this type of functionality?



We hope that all vendors to whom we supply sales reports will provide us with similar functionality in the future.