

845



**Productivity Hours**  
Saved annually by eliminating paper

\$81,900



**Time Savings**  
Saved annually



\$408,816

**Annual Return on Investment with GoCanvas**

## ✗ The Problem

Based in Framingham, Massachusetts, Cumberland Farms has been servicing patrons at their convenience stores across the Northeast since 1962. Today, with over 700+ locations and 6,000+ employees, the process of collecting and managing everything on paper was becoming a nightmare for managers and corporate alike.

Common issues revolved around:

- Jobsite mistakes
- Reducing operational costs
- Lack of data reporting
- High volumes of paper
- Slow data collection

## ⚡ The Strategy

### Planning for Success

A Senior Mobile Application Consultant met with the team at Cumberland Farms almost 6 years ago to map out the path to success. Cumberland Farms was one of the first major enterprises in their industry to not be satisfied with the standard paper-based system of data collecting. With GoCanvas, they discussed and implemented a success plan to address the holes in their current process that included:

- Hours lost manually inputting and creating reports
- Revenue being lost due to inefficient processes
- Overall lack of data visibility from location to location

With the help of the GoCanvas team, Cumberland Farms was able to construct a mobile solution that encompassed all their Work Orders, Invoices, Inspections, Checklists, and Inventory Sheets right onto their smart devices. These changes would lead to an overall increase in efficiency across the board, and an uptick on their bottom-line.

*“Coming from a company where everything was on paper, GoCanvas is easy to pick up and very efficient to expedite work orders, parts and time sheets.”*

– Mike Krizan  
Cumberland Farms, Inc.

## ✓ The Results

### Major Operational Benefits

Since fully implementing GoCanvas in early 2012, Cumberland Farms has recognized a number of operational benefits. The biggest benefits have included improving the speed of data collection, improving the ability to generate real-time data reports, reducing/eliminating lost paperwork, and recognizing an increase in revenue across their locations. Overall they've seen an annual time savings of \$81,900.

### Smart Investment

Not only has GoCanvas given Cumberland Farms the ability to collect, share, and learn from their information in real-time, it has also given them early returns on their investment. Cumberland Farms saw a full return on their investment within 6 months of deploying GoCanvas into the field.

### Increasing Productivity

Since implementing GoCanvas full time almost 6 years ago, Cumberland Farms has taken full advantage of the mobile functionality. They have built 20+ mobile forms, use the GoCanvas Dispatch functionality to assign and track tasks for completion, and integrate company data lists (employees, materials, etc) for ease of form completion. This has enabled them to collect over 140,000 digital records, and save over \$11,000 a year on paper costs.

Overall by cutting out the time wasted on filling out and storing these forms manually, Cumberland Farms has recognized an increase in productivity of over 28%.

GoCanvas is a mobile platform that makes it simple for any business to automate how work is done; replacing outdated process and expensive paperwork. The App works on all smartphones and tablets, helping companies easily collect information across their organization, share it instantly with others and gain real-time insight on their business operations.

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