



## Murphy USA Standardizes on 3xLOGIC Retail Business Intelligence Solution

**3xLOGIC**  
BUSINESS INTELLIGENCE | TRENDS

### THE SITUATION

Since 1996, Murphy USA has been the place people go to save on the gas that fuels their lives. From the lowest prices on gas to exclusive deals on everyone's favorite snacks and drinks, Murphy USA is always going the extra mile at over 1,400 locations across 26 states.

### THE CHALLENGE

The impetus for this large-scale project began several years ago when Murphy USA began looking for a more robust system to provide both tracking capabilities to reduce shrinkage and mobile access for their district managers. "We looked at several integrators and vendors over the course of 12 months. Midway through this process, we changed the deployment requirement to a chain-wide rollout over about 7 months, rather than an incremental site-by-site approach," Terra D. Walker, Manager of Loss Prevention and Investigations, Murphy USA. "With this new requirement, we needed an integrator that could undertake such a massive rollout and a robust surveillance system that could provide the business intelligence needs of a large organization."

### THE SOLUTION

The security integrator CBE, Inc. and 3xLOGIC completed a nationwide deployment of 3xLOGIC's VIGIL surveillance systems at over 1,400 Murphy USA convenience store locations. The systems are comprised of 3xLOGIC IP and hybrid appliances, cameras, and VIGIL Trends business intelligence

software integrated into a customized solution designed by CBE. In addition to overall system design, CBE has installed the solution in Murphy USA locations across 26 states and continues to oversee new deployments, as well as performs on-going service and other needs.

*"We're quite pleased with the design process, the rollout thus far, and especially the results. Neither CBE nor Murphy USA and 3xLOGIC are interested in short-term deals. We have the same goals: a long-term, mutually beneficial partnership."*

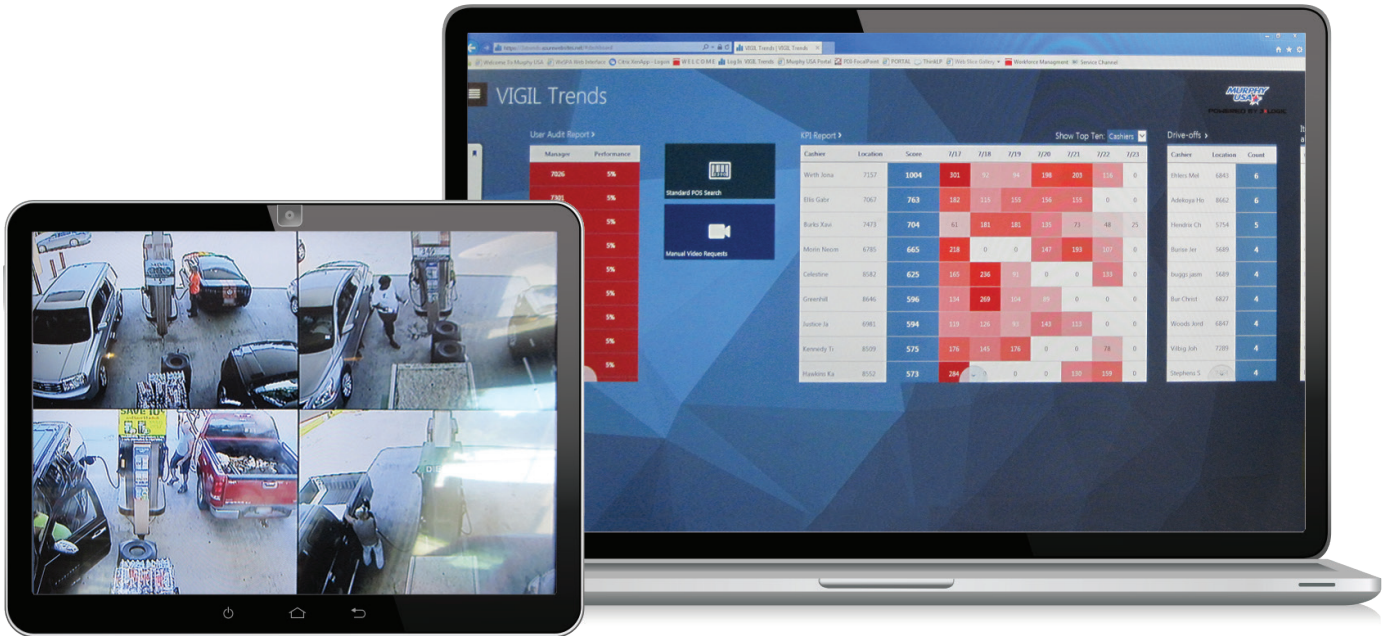
*— Terra D. Walker, Manager of Loss Prevention and Investigations, Murphy USA*

### THE BENEFITS

- Per Murphy USA requirements, CBE completed the entire 1,400+ store deployment in the required timeframe of seven months.

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- The VIGIL Trends software is so powerful, Murphy USA needs to dedicate only a single Loss Prevention professional to monitor activity across locations—freeing up several LP team members to productively cover other pressing needs.
- CBE, Murphy USA, and 3xLOGIC designed a system that integrates POS, cameras, audio, analytics, time and attendance, and more to utilize the 3xLOGIC VIGIL Trends software engine to pull all store data into an easy-to-use dashboard accessible anywhere the user has an Internet connection, including mobile devices.
- The 3xLOGIC integrated solution is already providing obvious benefits for Murphy USA. “We were challenged before by having to use multiple systems to pull together relevant information,” said Walker. “With 3xLOGIC, all relevant information and sequenced data is coupled together in easy to review investigations.”

- Previously, Murphy USA’s system provided no way to see who was accessing data and when. 3xLOGIC VIGIL Trends offers that visibility and creates accountability across the entire business.
- Just how powerful is the Trends software engine? For Murphy USA, 3xLOGIC has recorded over a two-year period 1.5 billion POS transactions at an average of five items per transaction. For this end user, Trends provides the capability to record and instantly search 7.5 billion data points.

## THE PRODUCT

VIGIL Trends provides a clean, simple visual snapshot of your business. Leveraging unique icons, graphs, and intuitive color-grouped images, Trends empowers the user to interpret vast amounts of disparate data more effectively and efficiently than ever thought possible. Trends reports are completely customizable, presenting information in the format and method most effective for your business.

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