



NEXX CASE STUDY

RUBIS

How NEXX Retail ERP Transformed Rubis Convenience Store Through Centralized Control of Inventory, Pricing, and Reporting Across 80+ Branch Network.

Introduction

Rubis, established in 1990, is an independent French company with expertise in three main areas:

1. Petroleum Product Distribution: Rubis operates across Europe, the Caribbean, and Africa through its subsidiary Rubis Énergie. It deals with distributing petroleum products like service station networks, commercial fuel oil, aviation fuel, LPG, and bitumens.

2. Support and Services: In addition to distributing petroleum products, Rubis also offers support services and has a midstream presence involving refining, trading-supply, and shipping operations.

3. Storage: Through their subsidiary Rubis Terminal, the company offers liquid product storage services for various industries like petroleum, chemicals, and agri-food. They are leaders in France and also have operations in the Netherlands, Belgium, and Turkey.

In terms of their business in Kenya, Rubis has become a significant player in the fuels distribution sector. They acquired assets from KenolKobil PLC in March 2019 and later from Gulf Energy Holdings in November 2019. These acquisitions have positioned Rubis as a strong competitor in the regional downstream business.

The Challenge

Rubis operated numerous shops within their brand, with some of these establishments being managed by individual dealers. The need for a centralized system arose due to the cumbersome process of receiving daily reports from various locations via mobile phones. This approach lacked efficiency and resulted in the absence of accurate stock levels and valuations. This lack of visibility impeded the company's expansion efforts, as reliable data was lacking to guide decisions regarding profitability and the market landscape.

Around the middle of 2020, Rubis took a step towards addressing these challenges by implementing Core, a desktop-based retail solution. Initially, this system was deployed across approximately 30 branches of retail convenience stores. However, by August 2022, the company's expansion plans called for the inclusion of more than 80 convenience stores. This expansion also required the capability to access the system remotely from any location. Consequently, Rubis migrated to NEXX enabling them to fulfill their operational needs more effectively.

KENYA

UGANDA

TANZANIA

The Solution

NEXX has streamlined the central management of inventory and pricing in a more convenient fashion. The generation of reports has also been centralized and made real-time. The inclusion of dashboards and analytics has simplified the decision-making process, facilitating timely interventions when needed. The system demonstrates its capability by effortlessly managing a continuously expanding network of over 80 branches.



The Results:

The CompuLynx NEXX system simplifies the generation of timely sales and stock reports. It ensures accurate stock levels and prices tailored to each shop's location. This allows for swift expansion without increasing management complexities.



NEXX
Retail ERP