

# IMPACT 21

YOUR RETAIL CONSULTING PARTNER



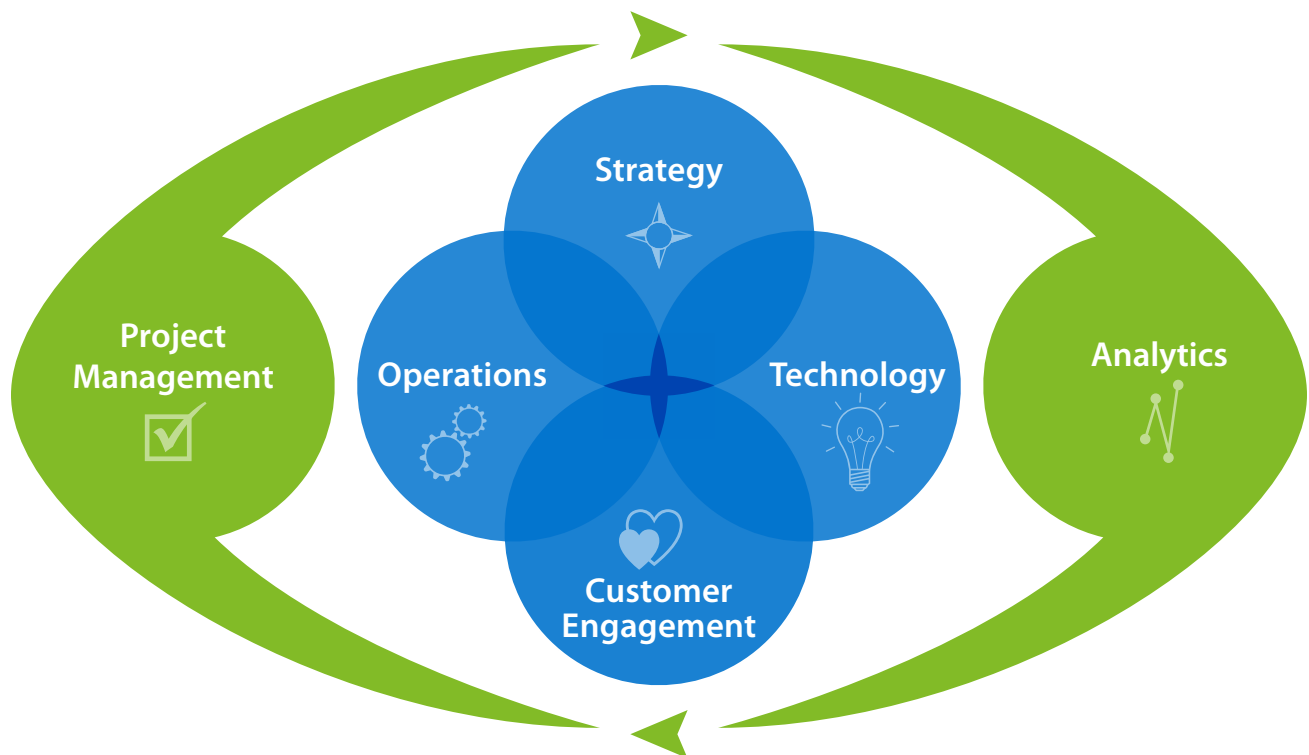
# About Impact 21

Impact 21 is your retail consulting partner.

Clients enjoy our unique blend of expertise & approachability—working together to transform strategy, operations, technology & customer engagement.

Impact 21 provides strategic guidance, program design, performance evaluation, operational support, and financial measurement to ensure your customer marketing efforts will be successful. We are staffed with highly experienced resources, both with broad customer loyalty experience and also with deep understanding of the convenience and fuel industry.

We are solution neutral, therefore our strategic advice is optimized to help you achieve your goals. The support we provide is ideal for B2C as well as B2B business models and we have vast experience working in both settings.



**IMPACT21**

[impact21.com](http://impact21.com)

2700 Old Rosebud Drive, Suite 240 • Lexington, KY 4050 • (859) 219-3040

# IMPACT 21



## STRATEGY

Retail Strategy/  
Advisory  
Benchmarking / Best Practices  
Organization/Culture  
Go to Market  
Mergers & Acquisitions



## OPERATIONS

Merchandise  
Management  
Inventory Management  
Category Management  
Foodservice  
Process/Workflows  
Learning & Development /  
Training



## TECHNOLOGY

Retail Automation  
IT Infrastructure  
Requirements Analysis / Solution  
Sourcing  
Implementation  
LMS Platform / eLearning



## CUSTOMER ENGAGEMENT

Customer Engagement &  
Loyalty Strategy  
Digital Transformation  
Customer Data Analytics  
Loyalty & Digital Platforms  
Loyalty Program Design  
Payments Strategy



## ANALYTICS

Business Intelligence /  
Reporting  
Cloud-Based Solutions  
Exception Reporting / Insights  
Cost/Benefit Analysis  
Scorecards/Metrics



## PROJECT MANAGEMENT

Project Management Office  
(PMO)  
Collaboration/Teams  
Change Management  
Content Management  
PMP Certified Project  
Managers

## KEY FACTS

- Founded in 1998
- WBENC/WOBS certified
- Founded by former energy & retail executives

## CORE SERVICES

- Strategy
- Operations
- Technology
- Customer Engagement
- Analytics
- Project Management

## TYPICAL BENEFITS

- Solution neutral
- Industry focused consultants
- Expansive technology experience
- Customer collaboration & project management portal

## STRATEGIC DIFFERENTIATORS

- Projected ROI
- Projects delivered on-time & within budget
- Transformative client relationships
- Management of change & business alignment

## What You Can Expect From Our Team

- Leadership / best practices
- Ease of engagement
- Project collaboration
- Industry specific business & technology consulting
- Strong delivery methodology
- Real time project tracking
- Experienced, "hands-on" consultants

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# Our Process

When working with Impact 21, our team becomes an extension of your organization. We bring our unwavering commitment to best practices and thought leadership to every engagement.

Our proven business model integrates strategy, process and collaboration. Together, our expertise, methodology, and project management portal empower you to drive profitability and enhance your customers' experience.



## Explore

- Strategy
- Organizational alignment
- Gap analysis
- Change readiness assessment
- Roadmap

## Design

- Requirements analysis
- Functional/technical blueprint
- Change management plan
- Metrics & reporting design
- Training development
- Pilot/deployment plan

## Go

- Testing & configuration
- Communications & training deployment
- Pilot
- Measure & refine
- Deploy (roll-out)

## Evaluate

- Monitor & track
- Refine & optimize
- Renew & revitalize

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