

Murphy Oil USA, Inc.

case study

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Luanne Lampman

*Licensing Administrator
Murphy Oil USA, Inc.*

Introduction

Murphy Oil USA, Inc., (MOUSA) is a division of Murphy Oil Corporation (NYSE: MUR) that is engaged in refining, marketing and the transportation of petroleum products in the United States.

Managing renewal items without an automated system is difficult for any company. For MOUSA, the challenge was compounded by the sheer number of locations the company has — more than 1,000 gas stations across the U.S.

The tax department at MOUSA's El Dorado, Arkansas, headquarters oversees permits and licenses for all these locations. Previously, the company used spreadsheets and manually intensive processes that offered limited tracking of renewal items. Administrators realized that a change was needed.

“We wanted a solution that would make it easier to track licenses and permits, and that would allow us to instantly access renewal item data for every location in one place,” says Luanne Lampman, licensing administrator at MOUSA.

MOUSA searched for such a product and found only one that fit the company's requirements — RenewalTracker™ from YCon Solutions.

“RenewalTracker was the only system that could meet our unique needs,” Lampman says. “There’s nothing else like it.”

Timely deployment and ease of use contributed to a rapid return on investment, and as YCon Solutions managed data migration, MOUSA staff members were able to focus on other duties during RenewalTracker deployment. Lampman feels selecting a fully hosted solution contributed to the success of MOUSA's renewal management project.

“RenewalTracker is managed and hosted by YCon, so our IT staff does not have to worry about supporting another application,” she says. “That’s one less thing for them to manage.”

Powering Productivity

Prior to deploying RenewalTracker, Lampman managed renewal items in a spreadsheet, a tedious process that involved time-consuming data entry.

“Each time I paid a fee or received a renewal notice, I had to go into the spreadsheet, find the location, locate the specific item entry and manually update it,” she says.

MOUSA's license and permit spreadsheets have been replaced by powerful yet intuitive RenewalTracker functionality. RenewalTracker's browser-based approach gives authorized users at any MOUSA location instant access to current renewal item details, improving data visibility and information sharing.

Having an automated, Web-based software solution specifically designed to manage the recurring permit and license tracking process for its 1,000-plus locations has taken the hassle out of the renewals process for the company.

“After I pay a renewal fee, RenewalTracker automatically updates the item record,” Lampman says. “It has made monitoring the status of renewal items much easier and I'm more productive because manual data entry has been eliminated.”

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Ensuring Timely Renewal

Automated e-mail notifications alert staff members when license and permit renewals are imminent, minimizing the risks associated with late payment of fees.

“The e-mail notification function in RenewalTracker is extremely helpful,” Lampman says. “It ensures we meet renewal deadlines and helps us keep on top of things much better than when we used spreadsheets.”

In addition to notifying Lampman when renewal deadlines are imminent, RenewalTracker also automatically sends renewal item updates to managers at MOUSA.

“E-mails generated by RenewalTracker give people who aren’t in the system every day a current view of renewal items that wasn’t possible before we installed the system,” Lampman says.

MOUSA currently stores alcohol, lottery, tobacco, highway logos, health, business and occupation licenses and permits in RenewalTracker. To make it easy for users to quickly retrieve the precise permit or license they need to view, RenewalTracker groups items by location, type and the renewal date.

“Using RenewalTracker allows me to quickly find any item, at any location, at any time,” Lampman says. “It’s a huge improvement over using spreadsheets.”

Improving Information Sharing

The instant data access RenewalTracker provides has also improved collaboration between MOUSA’s multiple sites.

“When one of our sites called with a question about a permit, I had to put them on hold while I pulled the paperwork,” Lampman says. “Now, I just open RenewalTracker and the information is at my fingertips. We may even give our store managers access to RenewalTracker so they can view their own information.”

Lampman is happy with the relationship MOUSA has with the developer of RenewalTracker, YCon Solutions.

“YCon Solutions listened to our requirements and delivered exactly what we needed in our customized RenewalTracker system,” she says.

Some providers of renewal management solutions insist on users signing restrictive maintenance agreements, but with YCon Solutions, unlimited service is included in the RenewalTracker hosting fee. Lampman is satisfied with the responsiveness of YCon’s technical support team.

“Whenever I have a question about RenewalTracker I get a quick response by phone or e-mail,” she says.

As MOUSA extends its use of RenewalTracker, the efficiencies it provides will be compounded. Lampman is confident that the product will continue to meet MOUSA’s renewal management needs.

“RenewalTracker is a great product and I would recommend it to anyone,” she says.

Contact Information

To learn more about how RenewalTracker can save your business time and money, visit: www.renewaltracker.com

If you’d like to contact one of our experienced IT experts, send an e-mail to customerservice@renewaltracker.com or call us at **913.269.2452**.

About YCon Solutions

YCon Solutions offers Internet-based hosted solutions and professional services to companies in virtually all industry segments. Through the use of our existing Software-as-a-Service environments and other custom developed solutions, we are able to quickly help organizations deliver innovative productivity efficiencies and build stronger ties to their customers, open doors to new business opportunities, stay ahead of the competition and save money.

 **RenewalTracker™**

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