

The Client



Syrinx Service



Enterprise Application Development



Mobile Development

Client Contact

Sorin Hilgen, VP of IT Shared Services,
The Cumberland Gulf Group

Technologies

Mobile platforms (native iOS, Android, HTML5);
Java; Ruby on Rails

Headquarters

Framingham, Massachusetts

Website

www.cumberlandfarms.com

About Cumberland Farms

With new leadership and new products, Cumberland Farms rebranded itself as a company with a mission to make consumers' on-the-go lives that much easier. One of Forbes largest private companies, Cumberland Farms now operates more than 600 convenience stores and gas stations in about a dozen eastern seaboard states. Cumberland owns a two-thirds limited partnership in petroleum wholesaler Gulf Oil LP, giving it the right to use and license Gulf trademarks in eastern US states. The first convenience-store operator in New England, Cumberland Farms was founded in 1939 by Vasilios and Aphrodite Haseotes. Their descendants, including chairman Lily Haseotes Bentas, own the company.



The Situation

In 2013, as part of Cumberland Farms' rebranding efforts and mission to increase customer convenience, The Cumberland Gulf Group executives sought a competitive advantage. The company needed a mobile payment solution; a comprehensive, user-friendly, visually-appealing system that integrated with the retailers' fuel infrastructure, loyalty program and point-of-sale systems. Cumberland Farms interviewed several technology companies and found that SyrinX Consulting was flexible and agile, and the most capable of delivering an innovative solution within the projected timeframe.

The Result

Sorin Hilgen, VP of IT Shared Services at The Cumberland Gulf Group was tasked with redesigning Cumberland Farms' technology solutions as part of the overall company re-branding efforts. Sorin's goal for The Cumberland Gulf Group was to deliver first to market a cashless, cardless payment solution. Sorin was anxious to find a company flexible enough to take on a partnership role with his team to execute his creative vision of having an easy-pay mobile solution as a key competitive advantage of the company.

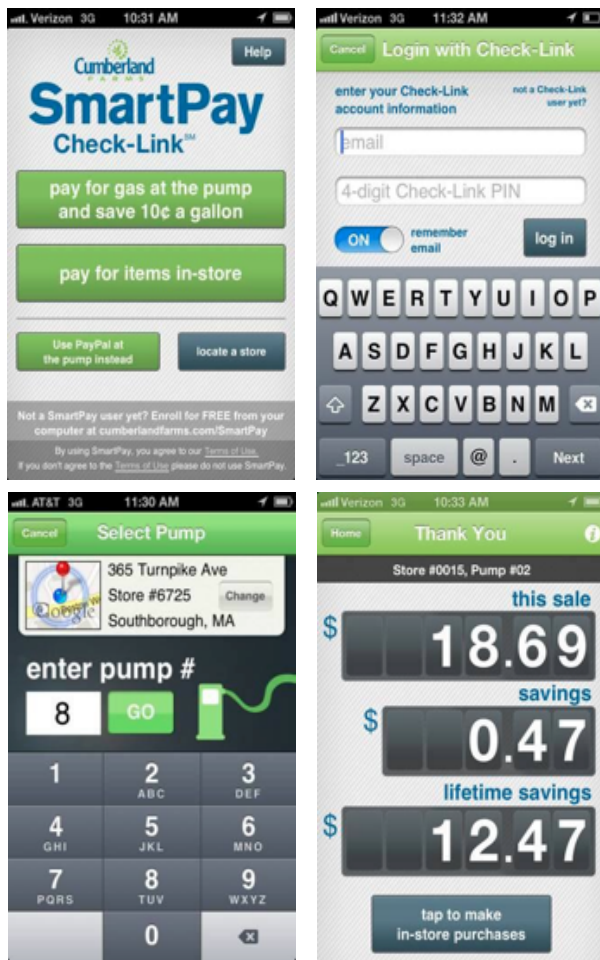
"Syrinx provided us with exceptional service and resources to meet our mobile and enterprise development goals. During the course of our collaboration, SyrinX met all our expectations. Moreover, they approached our projects as a true partner and not just an outsourced development team. They are fully committed to our projects and go above and beyond to ensure a smooth delivery."

Within nine months of winning the The Cumberland Gulf Group account, SyrinX launched SmartPay, a fully-integrated, leading mobile application that serves hundreds of thousands of customers and through the loyalty program has saved customers almost \$14 million (to date 9.30.14, since inception). Cumberland Farms did not have the expertise in-house to develop such a solution but with SyrinX's help, it brought Cumberland Farms to the forefront of convenient payments and generates a tremendous amount of incremental revenue for the company (over \$100m in the first 12 months).

The Result

The on-shore advantages of working with Syrinx include getting the communications right the first time, through face-to-face meetings, regular personal check-ins and project follow-up. Syrinx delivered on time and within budget to drive the changes that were needed at Cumberland Farms. The project was very organized and the client had visibility into each step, which provided a sense of trust and reliability. As a company, Syrinx is at the forefront of technology and can make your company act nimbly even when it doesn't have its own resources and expertise to do so.

Screenshots



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www.syrinx.com



About Syrinx

Syrinx Consulting is a process-driven IT consulting and software development firm that designs, builds and maintains large-scale, reliable applications and Web sites for reduced organizational costs and business advantage. Syrinx specializes in delivering quality solutions for content management, enterprise application and infrastructure services using .NET, JAVA, SharePoint, Mobile (iOS, Android, Blackberry), Vordel, Oracle, SQL, and other leading technologies and platforms. Syrinx is a developer-founded and developer-run organization, offering flexible and innovative solutions. More information about Syrinx can be found at www.syrinx.com and via email at sales@syrinx.com.

Services

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-  Mobile Development
-  Big Data
-  API Management



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