

Stratix helps National Convenience Store Chain Expand into Food Service

Streamlined Mobile Solution Powers Foodservice Expansion with Simplified Delivery Management and Full IT Support



Customer Profile

A leading national convenience store chain operating hundreds of franchise locations and over 100 corporate-owned locations across the United States. Known for quick service and high customer volume, the company is expanding its corporate in-store offerings to include quick-serve restaurants featuring tacos, chicken, and pizza.

Challenge

As the convenience chain diversifies with in-store dining options, it faces an operational hurdle: managing multiple food delivery platforms like UberEats and GrubHub that require a dedicated tablet. Store counters become cluttered, device management is inefficient, and staff struggle to keep pace with orders from different systems.

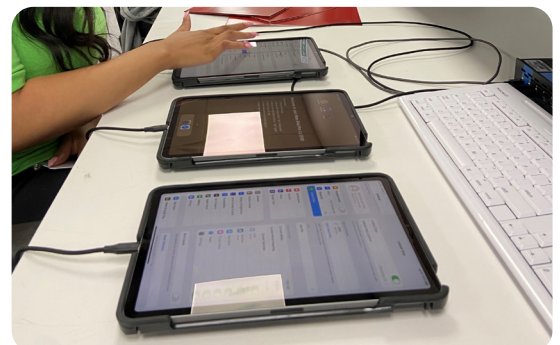
Solution

The company partnered with Olo, a leading digital ordering platform, to streamline last-mile delivery operations by consolidating all third-party delivery services into a single tablet interface.

To implement this solution at scale across the store network, Olo brought in Stratix, a trusted mobility partner with deep retail expertise.

Stratix [assembled a comprehensive managed mobility package](#), including:

- Apple iPad configured with Olo's consolidated ordering platform
- Inductive charging case and stand for easy, durable in-store use
- Star Micronics printer for seamless receipt printing
- Stratix Wi-Fi solution to ensure secure and reliable connectivity



Stratix delivered more than just devices—it provided complete mobile lifecycle management, allowing the convenience store chain to focus on its foodservice expansion without overburdening internal teams.

Here's what Stratix's end-to-end services included:

- Procurement and Configuration: Stratix [sourced all required hardware](#)—including iPads, inductive charging stands, and Star Micronics printers—ensuring device compatibility and supply chain efficiency. Each kit was pre-configured with the Olo platform, security settings, and required software, arriving ready to deploy right out of the box.
- Kitting and Deployment: Devices were bundled into customized kits tailored to each store's needs. Stratix managed logistics across 100+ locations, delivering uniform, out-of-the-box-ready solutions to each site on a coordinated timeline to support the restaurant rollout.
- UEM (Unified Endpoint Management): Stratix integrated each device into a [centralized UEM platform](#) for remote monitoring, updates, and compliance management. This gives the retailer visibility into device status, usage, and security—without lifting a finger.
- Help Desk Support: Stratix's 24x7 U.S.-based [mobile help desk](#) is the first point of contact for store employees needing technical assistance, minimizing downtime and easing the support burden on corporate IT.
- Break/Fix and Spares Management: When a device fails, Stratix [quickly ships a replacement](#) from a spare pool to reduce service disruptions. The broken unit is returned, repaired, and recirculated—ensuring continuous uptime with minimal hassle.
- Lifecycle Reporting and itrac360 Asset Tracking: Stratix provides full visibility of the status and performance of every deployed asset, from activation to retirement in our [proprietary itrac360 platform](#). This enables smarter decision-making around redeployment, refresh cycles, and service optimization.

Results

By partnering with Stratix and Olo, the convenience store chain successfully streamlined its in-store restaurant operations and enhanced overall efficiency. Replacing the previous 3–4 tablet setup with a single, unified device per location significantly reduced counter clutter and simplified order management for store employees. The intuitive, consolidated interface improved order accuracy and helped staff fulfill online orders faster, boosting both customer satisfaction and delivery partner performance.

Stratix's rapid deployment capabilities enabled the company to roll out the new solution across more than 100 stores with minimal disruption. Each location received fully configured, out-of-the-box-ready devices, allowing teams to get up and running immediately. Ongoing support through Stratix's 24x7 help desk and Unified Endpoint Management ensures that technical issues are resolved quickly and remotely, preventing downtime and reducing reliance on internal IT.

Additionally, Stratix's Wi-Fi solution delivered reliable, secure connectivity to support high-volume digital orders in each store, contributing to smoother operations. The combination of seamless hardware integration, expert deployment, and ongoing lifecycle services gave the retailer a scalable platform to expand its foodservice offerings with confidence and operational ease.

Why It Matters

As convenience stores evolve into modern, multi-service hubs, operational simplicity and speed are key. Stratix's end-to-end mobile solution enabled this national retailer to successfully launch its new foodservice offerings—without burdening store teams or IT staff. The success of the program at the corporate stores will now become the model as the company looks to roll out the same solution across franchise locations that are implementing in-store restaurant offerings.