

Mobility Plaza®

RaceTrac to digitally transform warehousing and transportation

The retailer will implement Blue Yonder solutions to meet company growth plans and improve operations across different areas.



RaceTrac will upgrade its warehousing operations and transportation modeling capabilities, to better synchronize its execution across operations.

The retailer has selected Blue Yonder as its main solutions-provider to support future company expansion in new markets, focusing on its largest travel center format. Its current execution-focused solutions were not able to meet these future growth plans, so the firm has decided to upscale operations.

The project will be implemented by Open Sky Group, Blue Yonder's partner, and enable RaceTrac to gain more flexibility, real-time responsiveness, and prescriptive mobile workflows.

"We needed a solution that would allow us to not only improve our basic system functionality but

allow us to meet the needs of our growing business,” said Daniel Vasseur, executive director, Merchandise Supply Chain at RaceTrac.

At the same time, the company will be able to drive employee engagement and performance to enhance business results. With Blue Yonder Transportation Modeling, the retailer can also reduce transportation costs and minimize distances and carbon footprint by optimizing their carrier-private fleet mix, fleet size, deployment, and routing.

The family-owned and operated convenience store retailer operates nearly 800 retail stores, under the RaceTrac and RaceWay brands across 13 states.