

**Company:**

United Farmers of Alberta
(UFA)

Type of Business:

Farm Supply and Petroleum
Marketing Cooperative

Number of Employees

1100

Corporate Headquarters

Calgary, Alberta

Website:

www.ufa.net

**Toronto**

Suite 502, 36 York Mills Road
Toronto, ON M2P 2E9
1.866.816.4332

Calgary

Suite 110, 308 11 Avenue SE
Calgary, AB T2G 0Y2
1.866.231.4332

Vancouver

Suite 200, 560 Beatty Street
Vancouver, BC V6B 2L3
1.866.797.4332

Edmonton

217 Advanced Technology Park
Edmonton Research Park
9650 – 20 Avenue
Edmonton, AB T6N 1G1
1.866.490.4332

Overview

With over 106,000 members, UFA is one of Canada's oldest and largest agricultural organizations. UFA operates 34 farm supply stores and over 120 petroleum outlets throughout Alberta, British Columbia and Saskatchewan. Since those early days in 1909, UFA has grown with its customers by responding to their needs. Today, UFA's farm supply stores and petroleum outlets provide goods and services not only for the agricultural industry but also for homes, businesses and commercial enterprises.

Challenge

UFA operates petroleum outlets throughout the three western provinces. Previously, their card-lock sites only authenticated major credit cards and CFN cards via real-time communication, and the sales were only transferred to UFA once a day. This caused difficulties to both customers and staff as the delay increased misunderstandings involving accounts and consequently, there were a great number of calls to customer service representatives. Ideaca's challenge was to develop a card authorization process which centralized positive card authorization, allowed members to manage their cards via the internet and positioned the UFA to expand its accepted card base in the future.

Solution

Three major system components were built for the PACE II solution; centralized authorization, self-service card management web application (card link) and data synchronization between three applications. The system validates purchase requests and the card link web application allows customers and UFA staff to manage their card details and produces a history report. In addition to being able to manage card details, users can view and download their invoice information via the card link. A synchronization process runs at regular intervals to transfer completed sales from the host back to UFA's accounting systems. This updates card details to ensure accuracy and current information.

UFA is now able to ensure that purchases are authorized against real-time data to avoid the incorrect allowance of fuel purchases with card controls that are easily accessible via the internet 24 hours a day, 7 days a week. Customers and UFA have greater control over fuel purchases with the online management of existing card controls and the addition of several new controls. Customers have greater visibility into their fleet purchases because card activity can be viewed and monitored via the card link.

The addition of the Pace II solution saves UFA time and money in keeping their records up to date and accurate, and ensures their customers' satisfaction with their accounts.