



Esper helps Lula unlock new revenue streams for convenience stores

With Esper's automated provisioning, Lula Convenience can streamline device provisioning, freeing up valuable time and resources to focus on delivering cutting-edge tools to convenience stores.



To deliver innovation, Lula needed to break free from a tedious provisioning process

The pandemic dealt a devastating blow to convenience stores, which heavily rely on in-store foot traffic to generate revenue. With their innovative device-based solution, Lula was able to save convenience stores by giving them a viable revenue stream that doesn't require foot traffic. Stores can now digitize their inventory and offer online ordering, creating new levels of accessibility and ease. Lula provided tablets enable store staff to manage online orders more efficiently by aggregating orders across third-party platforms. This means increased sales for the stores and unparalleled convenience for customers, who can now have their orders delivered straight to their door.

However, Lula quickly realized their manual process for provisioning tablets, which took 5-10 minutes per device and could only be done one at a time, was hindering their ability to scale effectively. They knew there was a better way. Once they found Esper things changed dramatically. With Esper, Lula can now provision dozens of tablets at a time in a matter of minutes, enabling them to focus on what they do best: helping convenience stores thrive in the digital age.



We were looking for a way to manage our tablets as we shipped them out to stores. After finding and trying Esper we realized it was the right platform to help us fully optimize our operational procedures and get up and running fast.

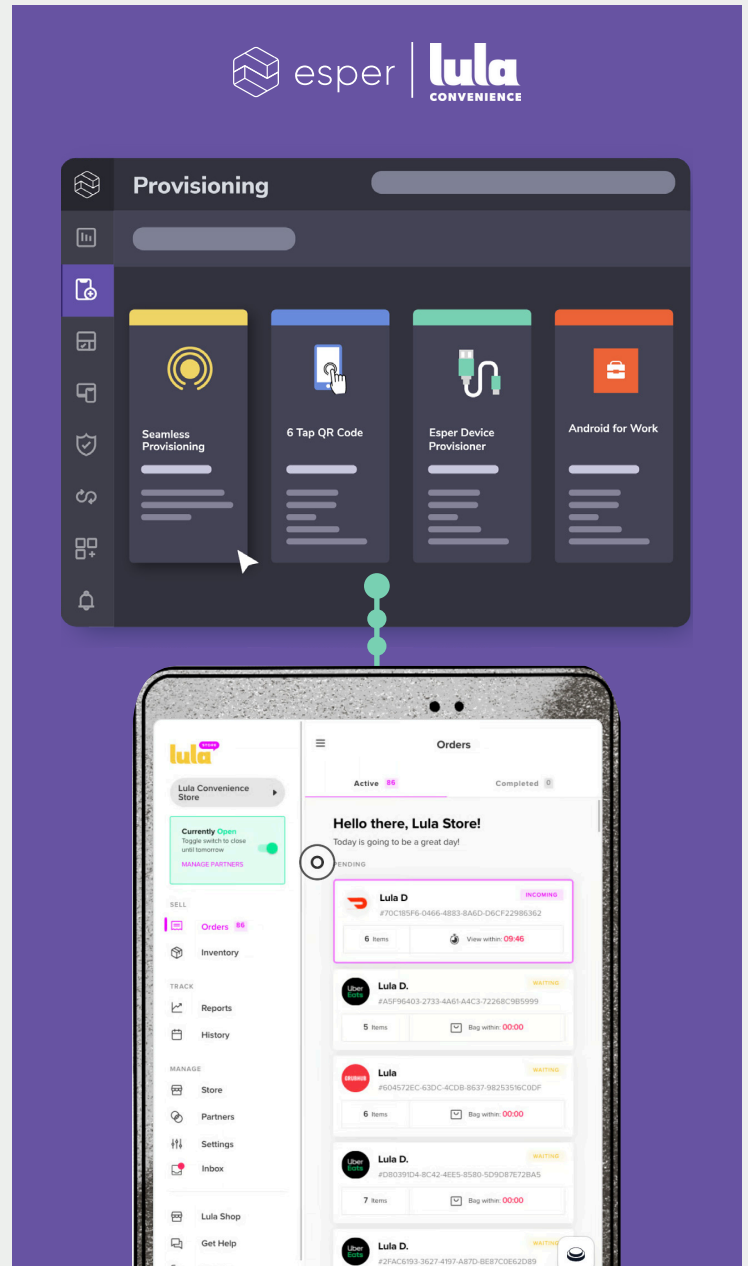
- Tom Falzani

Co-founder & CPO at Lula Convenience

Lula embraces a brighter, more efficient future with Esper

With Esper, Lula found the perfect solution to streamline their device provisioning and make the most of their resources. By leveraging Esper's multiple provisioning methods, such as the 6-tap QR code and seamless provisioning, Lula can ship their tablets ready to use directly to convenience stores via a third-party logistics provider (3PL), dramatically reducing Lula's workload and minimizing the need for manual intervention.

Their 3PL simply scans a QR code to quickly bring a tablet to Lula's desired state, with the Lula app and device settings pre-loaded within minutes. In fact, with Esper, Lula can even preset specific Wi-Fi settings, saving their customers significant setup time. The tablets are then shipped directly to the store and ready to use as soon as they're booted up. With Esper in their corner, Lula can not only streamline their operations to innovate faster, but they can also deliver seamless out-of-the-box experiences for their customers.



Esper made it so much easier to not only build our product but to provision and ship our tablets to our customers. Switching from provisioning devices one-by-one to their more automated provisioning options has saved us a lot of time

- Tom Falzani
Co-founder & CPO at Lula Convenience