

# CASE STUDY

As one of the world's most innovative companies, **Target** stands out as both a forward thinking retailer, and as a responsible corporate citizen. Based in Minneapolis, a top 10 US "green city", Target invests a great deal into integrating sustainable practices across their organization, including goal-based business operations that create efficiencies - all a part of their commitment to the communities they serve.

Having concerns that their current vendor could not easily provide critical reporting for California's ARB compliance regulations, and looking to manage costs and improve operational visibility, Target turned to Trakref's "total" compliance SaaS-based platform as their HVAC/R and refrigerant management solution provider.

The consolidation of roles within the organization required improved visibility for specialized teams charged with managing the total cost of ownership, sustainability goals, driving efficiencies and increasing standardization of key operational factors.

"We needed the solution to be as simple as possible at the enterprise level. We needed powerful overviews and snapshot data to create a meaningful impact and to drive value within the organization." - **Samantha Schwartz**, Program Owner, HVAC and Refrigeration Operations at Target

The Trakref® team worked closely with Target and their Program Owner, Samantha Schwartz, to rapidly bring their location and system data into our solution - on-boarding profiles for nearly eighteen hundred locations across the US, normalizing compliance data and configuring layered, role-based access to platform

## Situational Analysis



**Problem:** Lack of vendor support surrounding California ARB compliance data collection and reporting. Issues with software platform configuration, cost value, client services and solution flexibility.

**Solution:** Trakref® selected to provide SaaS software solution, answering the need for enterprise level HVAC/R and refrigerant compliance.

**Area of Impact:** Approximately 1,800 locations nationwide.

**Timeline:** 90 days for client on-boarding, data alignment and audits, and training.

**Outcome:** Target was able to comply with California state regulations, reduce costs and simplify HVAC/R compliance using Trakref's solutions.

"Trakref does a great job of staying current in how regulations are changing and the impact to business."  
- **Samantha Schwartz**, Program Owner, HVAC and Refrigeration Operations at Target



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"We knew we had a special client in Target, they understood how to approach the complexities of the challenge and knew what they wanted to get out of a solution to achieve their goals, they simply needed the right solution partner that could answer those needs."

*-Ted Atwood, Founder and President of Trakref®*

As a member of the EPA's GreenChill Partnership for food retailers, and a 2016 ENERGY STAR Partner of the Year, Target aggressively works to decrease their impact of the environment. And now with Trakref®, a portion of this mission has been calibrated to simplify the compliance process as well as create greater performance visibility.

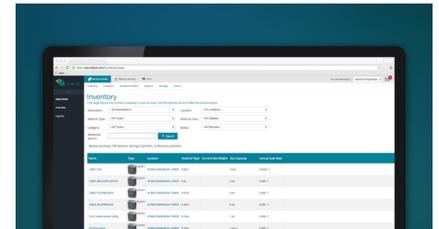
"In the past various jurisdictions handled things in different ways, so the challenge was maintaining the same viewpoint for requirements and being able to look at data in the same way. Trakref has been incredibly helpful in this space. Trakref's standardized reports, and localization capabilities give us a unified view across our entire enterprise. There is a friendliness to the solution, with features that are simple and easy to find."

*- Samantha Schwartz*

*Program Owner, HVAC and Refrigeration Operations at Target*

As the regulatory landscape continues to change, Trakref® continues to evolve, adapting our solutions to meet expanding demands. And with new features like Mass Balance and Installed Inventory reporting, Trakref® has extended the view into HVAC/R and refrigerant assets with accounting-oriented intelligence that delivers better control over your environmental impact. Our goal, to give our clients the tools they need to stay ahead of their compliance obligations, easy to use mobile solutions for service technicians, comprehensive insights into HVAC/R performance and environmental accounting of refrigerants.

## Trakref® Cloud Solutions



### Simple

- » Easy to use, up and running in days, not weeks
- » Push button compliance
- » Time saving mobile app
- » Manages ever-changing compliance rules for you

### Affordable

- » No long term contracts
- » Location-based pricing, no per user costs
- » Helps you reduce costly system leaks, save energy

### Comprehensive

- » Cloud-based, auto updated, compliance logic
- » Total compliance coverage
- » Works with software you already use, API ready
- » Works for your team and 3rd party contractors

"Trakref made this transition easy, and provided a valuable line of communication throughout the process"

*- Samantha Schwartz, Program Owner, HVAC and Refrigeration Operations at Target*