



# StorePoint and Fuel Overview

# StorePoint Retail Suite

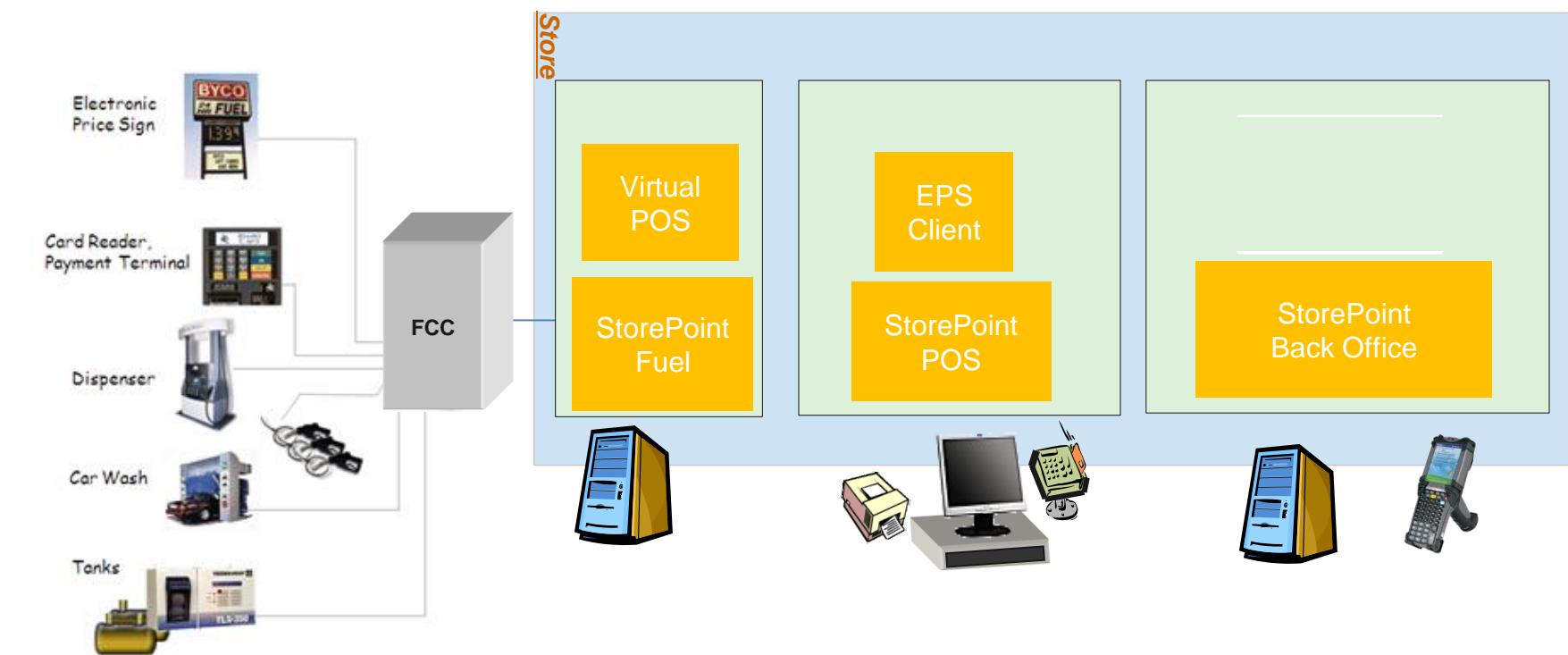
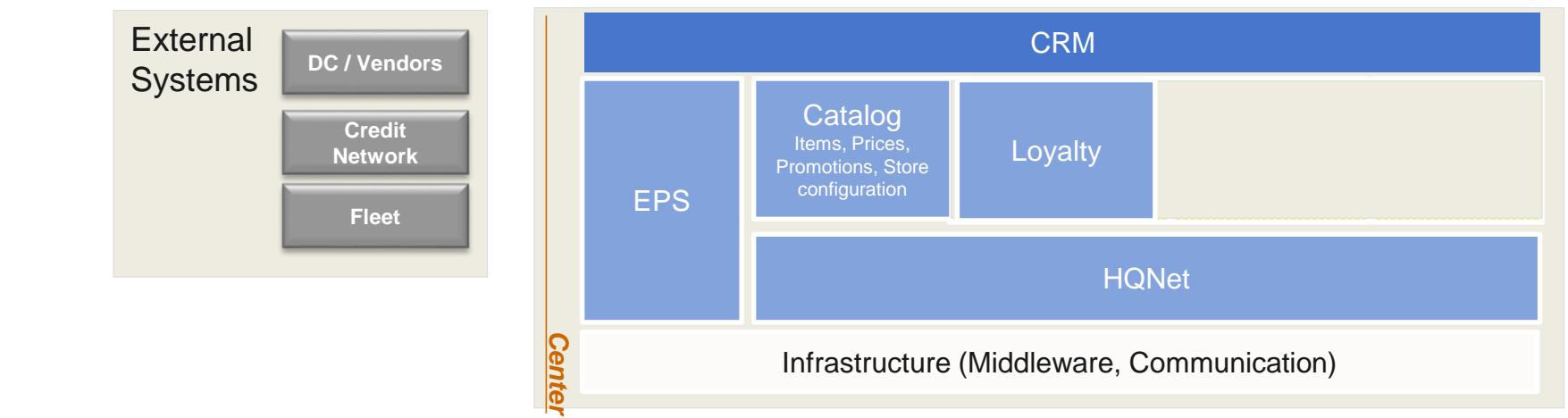
- StorePoint suite is a leading solution for:
  - Petrol Retail Market
  - Convenience Stores (C-Store)
  - Quick-Service Restaurants (QSR)
  - Travel Centers and other multi-concept retailers combining the above formats



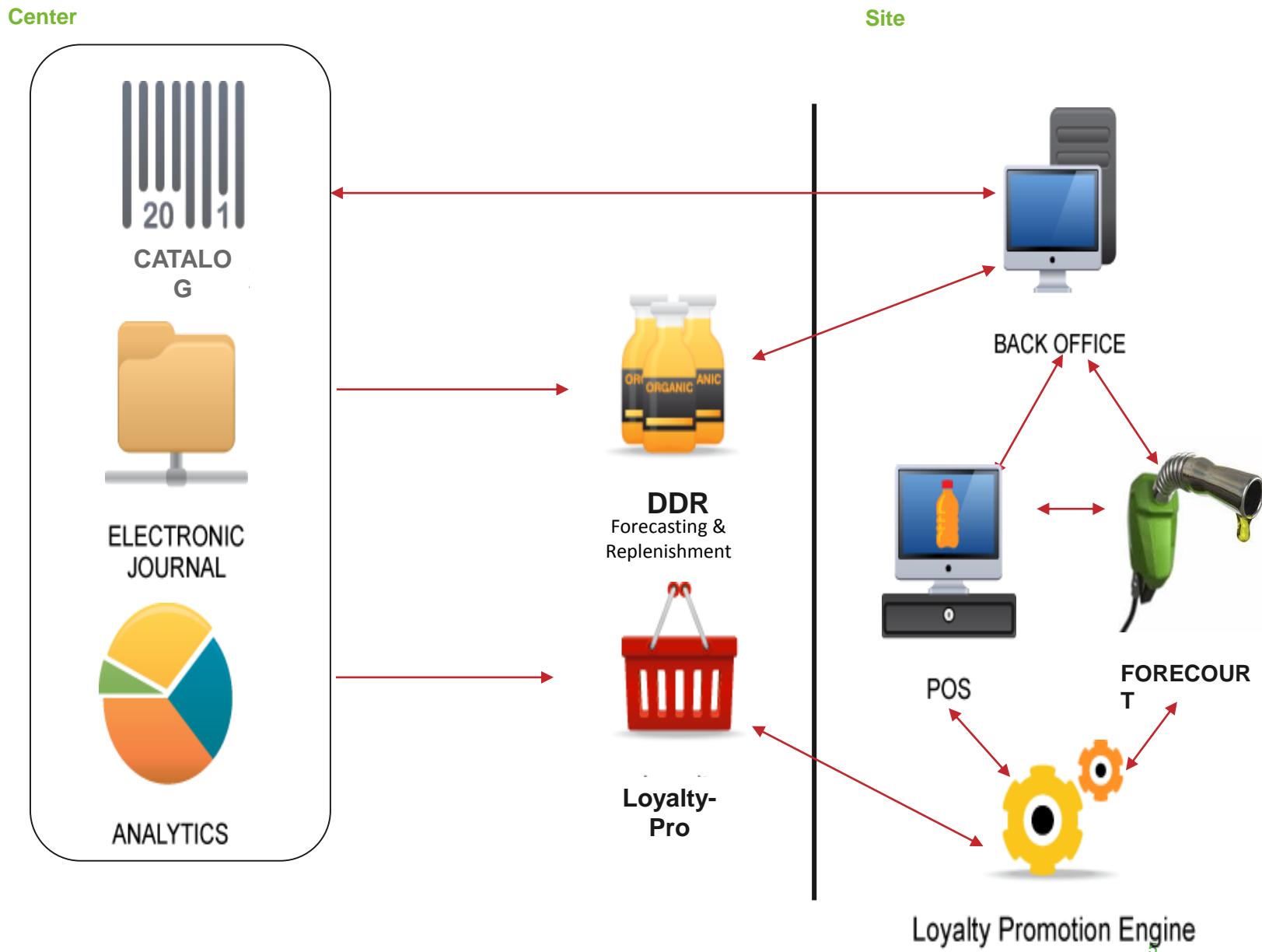
# StorePoint Retail Suite

- Proposed components as part of the StorePoint suite:
  - **StorePoint site system**
    - POS – fuel, retail and food service
    - Forecourt control
    - Back-office for:
      - Cash office, electronic journal, employee management
      - Replenishment, Inventory, wet-stock
  - **StorePoint central - HQNet**
    - **A mediator** between AX retail and the sites for:
      - Central catalog, pricing, promotions
      - Catalog distribution to sites
      - Sites data validation and storage
      - Export via middleware or by files (XML) to ERP and other central applications
    - Central store configuration

# StorePoint Solution Architecture



# StorePoint Solution



# **Site POS**

# StorePoint POS

- Touch based POS, graphical keyboard, Flexible UI
- Full integration with the forecourt activities:
  - Forecourt control of tanks, pumps and transactions via the FCC on site
  - Pay-in-store, Preset (Amount & Volume), pre-pay, pay at pump
- Variety of discounts, promotions, Mix and match promotions
- Suggestive selling and up-selling
- T&A – clock in/out, breaks
- Food sales including item modification, kitchen printers/monitors, product tree and more
- Existing integration with CashGuard, CashChanger and iCash
- Proven integration with CCTV solutions
- Foreign currency handling
- Support with Local accounts
- Voucher printing
- POS level Electronic Journal



# Key Benefits: POS

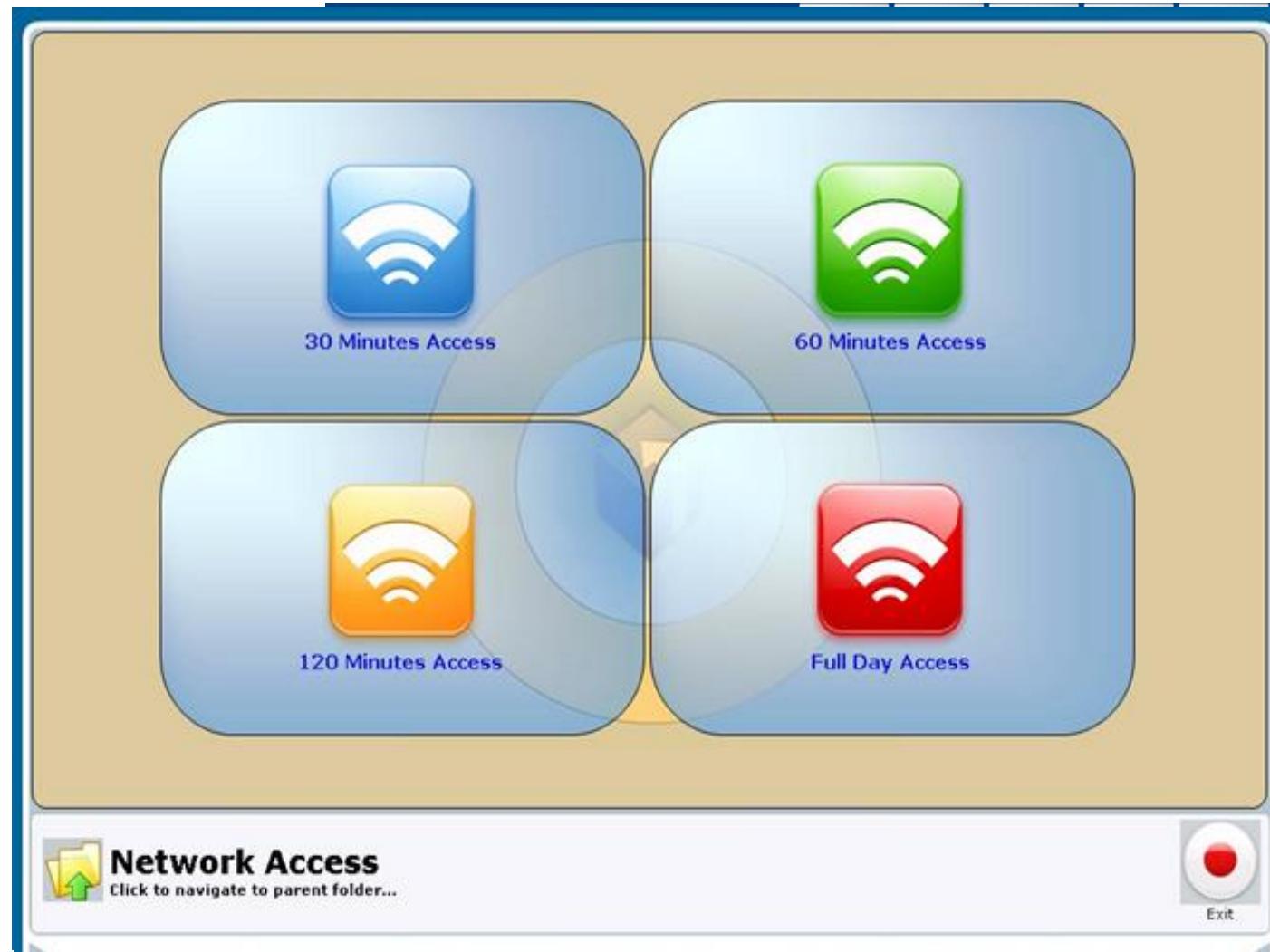
- Touch based POS, graphical keyboard, Flexible UI - Low training costs
- PCI compliant
- Mobile POS on MS WIN 7 tablet
- Wet-Stock view at the POS
- Seamless integration to Food Services - One system to manage.  
Including:
  - Product modification (recipe ingredients and additional)
  - Upsize
  - Meal deals
  - Kitchen printers / Monitors
- Standard layer for EFT and e-services/products
- Standard integration with POS peripheral using OPOS
- Embedded customer display

# E-Services

E-Services is a framework that allows for new services



# Services Selection Screen



# Services Screen



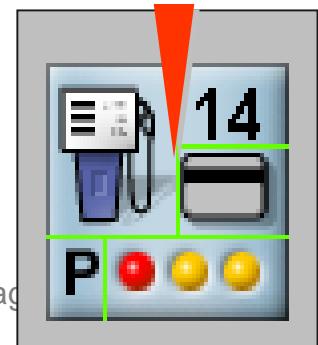
# Online Services



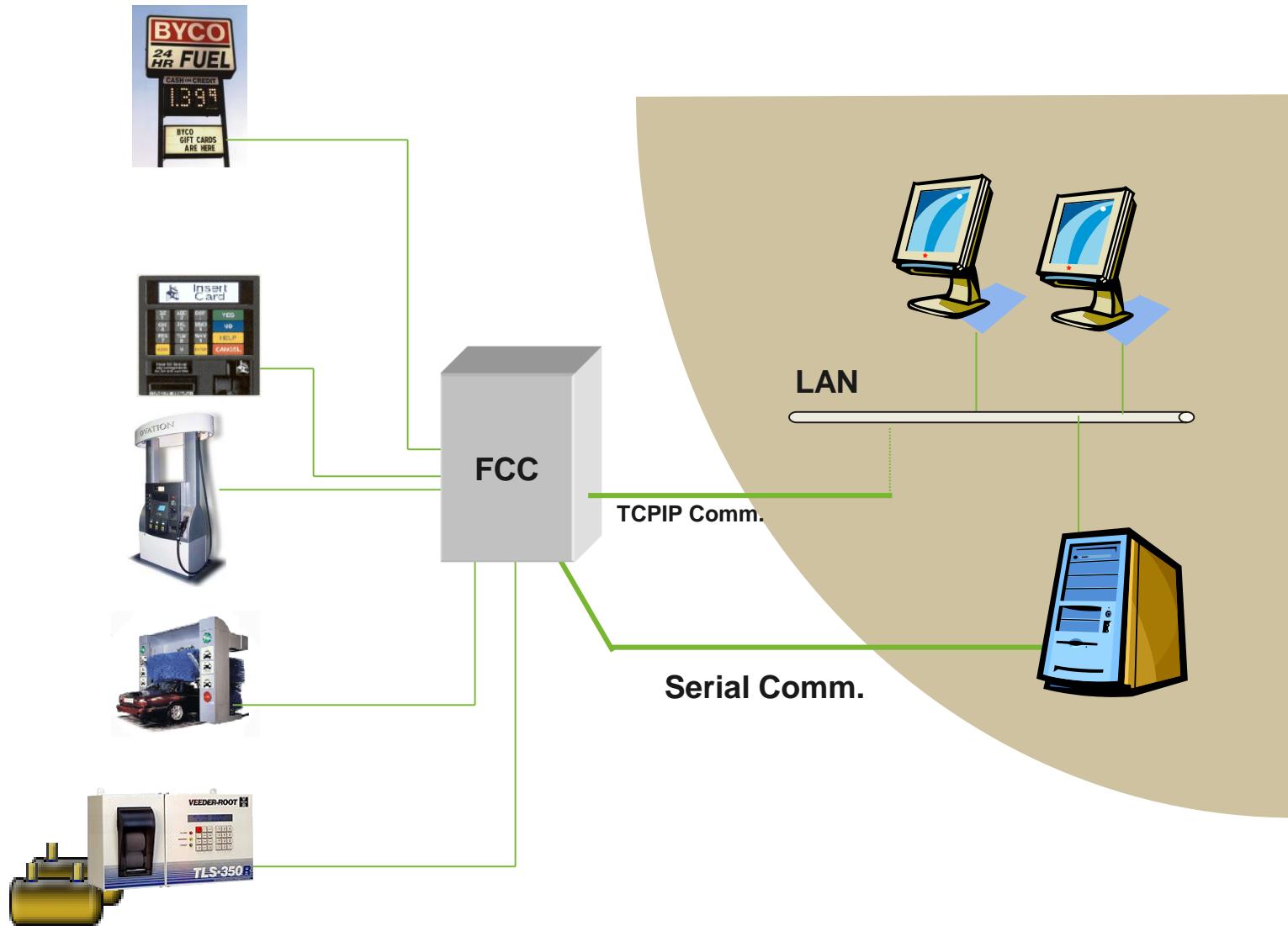
# **StorePoint Suite - Fuel**

# StorePoint Fuel

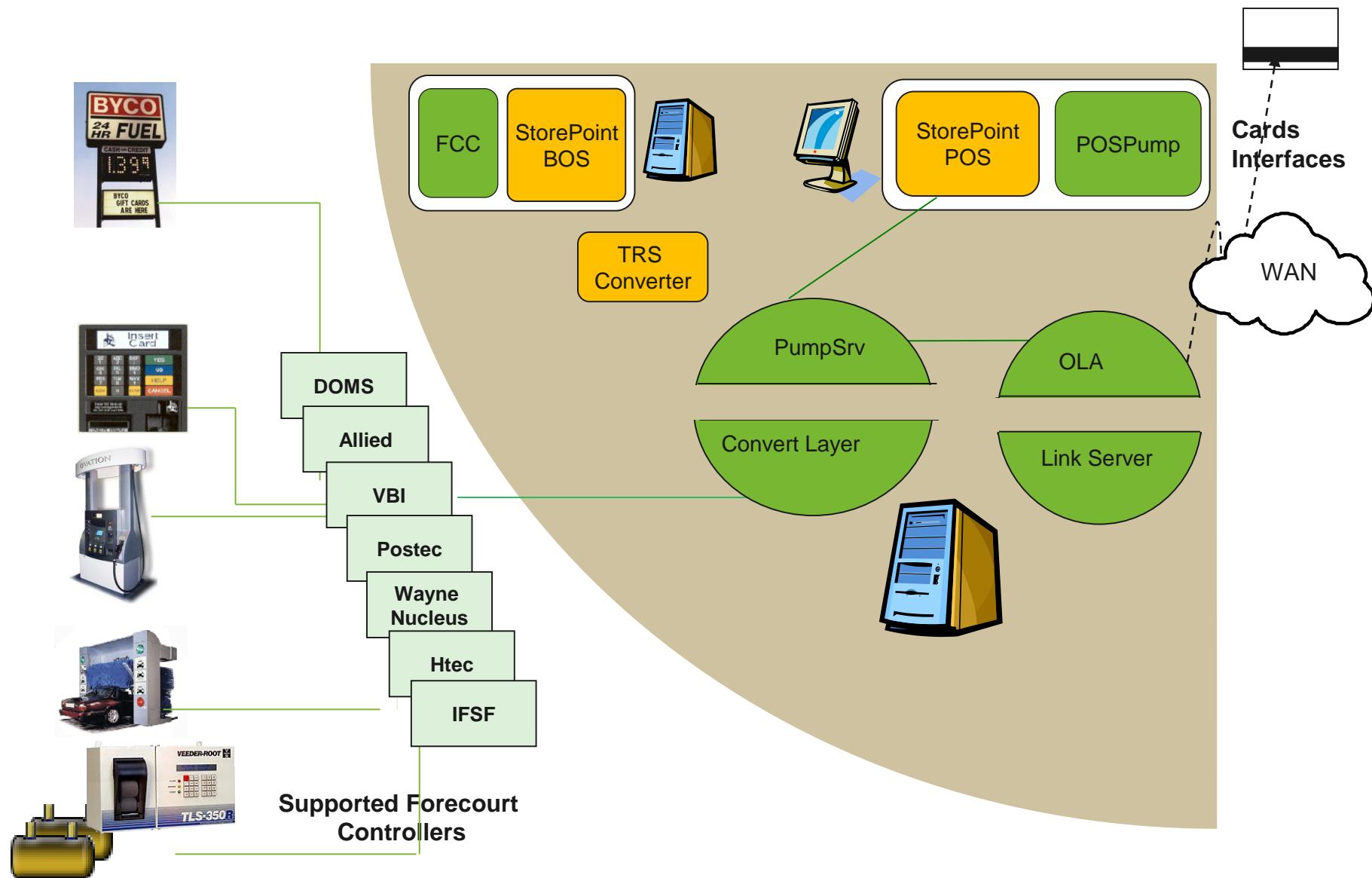
- Supports all known forecourts operation formats with various controllers
  - Self Service , Full service , Attendants service, Preset, Prepay etc.
- Process automation
  - Price Change, End of Shift, Modes of operation
- Forecourt control
  - Supports Wide range of forecourt equipment
    - Pumps, Tanks, Terminals(IPT/OPT), Price Sign, Car Wash, attendant tag
  - Interfacing with most popular forecourt controllers around the globe:  
Allied (US), Doms (UK, Russia, South Africa), Postec (Australia) and more
  - RFS – NCR application controller



# Typical Site Architecture



# Site Architecture – Third Party FC



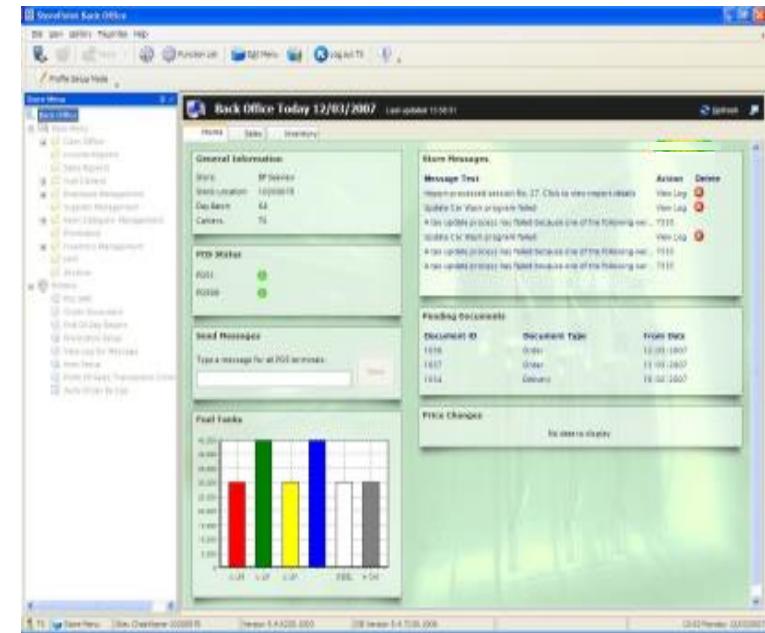
# **Site Back-Office**

# StorePoint Back Office

- Complete and fully integrated Back Office solution
  - Multi-site, multi stock locations
    - POS administration
    - Access and authorization control
    - Cash management
      - Cashier accountability and balancing
      - Safe management
    - Employees Time and Attendance management
    - Store level Electronic journal with receipt images
    - PCI Compliant
    - Wet-stock reconciliation
    - Financial replenishment and inventory management including HHT
    - Operational and analytical reports – all site or specific concept
  - Seamless integration with DDR – accept final orders, smart and cyclic counts
  - Import and export from/to HQNet – using staging area

# Key Benefits: BackOffice

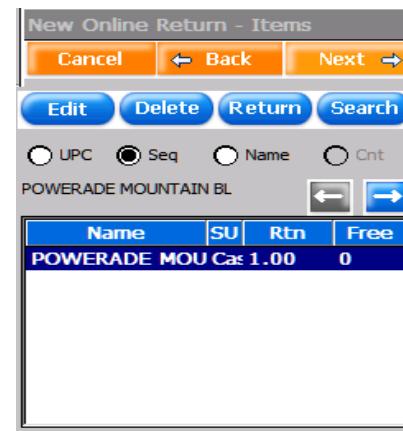
- Office Today Dashboard
  - Reduces time manager spends looking for problems
- Cash Office
  - Reduces time to balance the day
  - Reduces time and effort it takes to audit POS lanes
- Labels printing
- StorePoint in-store integration
  - No interface to maintain
  - Real-time data between POS and BOS
- StorePoint Back Office as point of outbound integration
- Multi concept management
  - All modules are available for multi P&L in one site
- Opportunities:
  - Production planning for food service operations



StorePoint Office – manager dashboard

# RPO – Hand Held Terminal

- A mobile, hand-held suite of applications for use on mobile computing devices
- Allows employees to perform various back-office operations on the shop floor
- Applications:
  - Price Verification and label printing
  - Replenishment and inventory activities
- GUI based - Windows CE
- Hardware Independent - Pocket PC (1/4 VGA)
- Touch and Keyboard support



# **StorePoint Suite - Customer Stories**

# Worldwide Deployment

40,000+ Stores



# WelcomeBreak - UK

- 37 travel centers, 160 business units, 700 POS
- Deployed StorePoint suite since 1999:
  - POS, Fuel, BOS, HO4, HHT, Production Planning
  - RFS as application forecourt controller
- Multiple retail and food service formats in each site
  - each format is an independent P&L
- Oxford , the largest gas station in Europe
- LPG dispenser running IFSF over LONWORKS



# BP Global

- Deployed with regional BP standard:
  - **Store solution**
  - Retalix StorePoint POS, BOS, RPO
  - **Forecourt controllers**
    - DOMS in the UK – BP European standard
    - Retalix Forecourt Server (RFS) in the US
    - Allied in the US
    - RFS with ITL pump controller in ANZ
  - **Payment systems**
    - Retalix StorePoint was selected as the standard **Retail Site Solution**
      - EPS - IFSF protocols
      - Ingenico (Europe); Verifone (US); Quest (Aus, NZ)
      - OPT (cash and credit) and POS – using the same EPS layer



## ***Rolled out in:***

Australia (280), NZ (80), UK (325), US (1700) already in production



# Reitan ServiceHandel - Scandinavia

- Reitan Servicehandel (Oslo/Norway) is one of the strongest retail groups in Scandinavia (over 1500 stores).
- Exclusive 7-Eleven franchisee for Scandinavia
- StorePoint installed HQNet-to-POS in 4 retail concepts:
  - Norway – Narvesen with **450** C-stores and Kiosks
  - Sweden - Pressbyran with **320** - C-stores and Kiosks
  - Norway, Sweden and Denmark - 7-Eleven with about **450** sites
  - Latvia – Narvesen – **243** sites chain (JV with Rautakirja)
  - Norway, Sweden and Denmark - 7-Eleven with Shell (former Hydro Texaco) ,about **250** sites



# PetroChina (China)

- PetroChina is the second largest oil and gas producer and distributor, playing a dominant role in the oil and gas industry in China
- Selected Retalix StorePoint and Fuel solutions for its estate
  - 20,000 sites were deployed during 2009-2012
- IFSF standard as interface protocol to existing forecourt controllers and EPS
- Implementing RFS direct interface to IFSF equipped dispensers~2000 sites
- Now in Phase2 project ~ 70 new requirements



# Coles Express (Australia)

- StorePoint suite was selected as the **Retail** platform
- **650** Coles branded sites - JV with Shell at the forecourt
- **Implemented:**
  - StorePoint POS and Back office
  - HHT
  - HQNet
  - RFS FCC
  - Loyalty-Pro
  - DDR



