



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

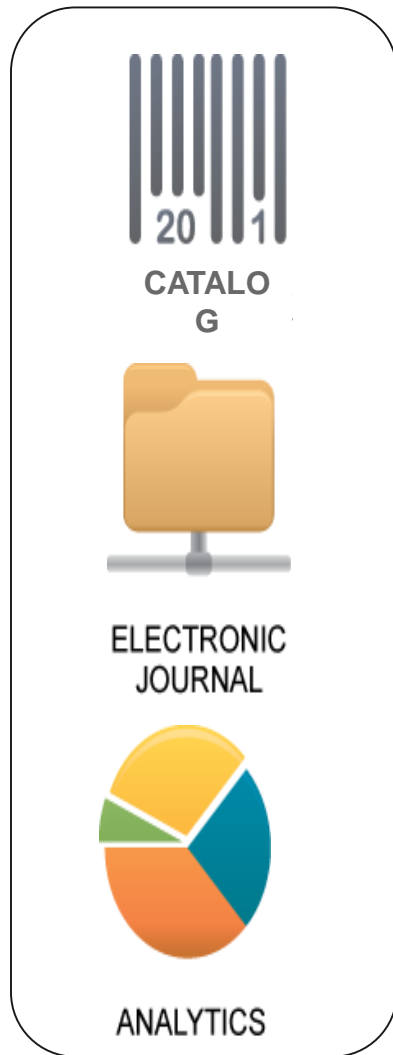
- Proposed components as part of the StorePoint suite:
 - **StorePoint site system**
 - POS – fuel, retail and food service
 - Forecourt control
 - Back-office for:
 - Cash office, electronic journal, employee management
 - Replenishment, Inventory, wet-stock
 - **StorePoint central - HQNet**
 - **A 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

Center



Site



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



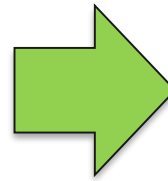
Services Selection Screen



Services Screen



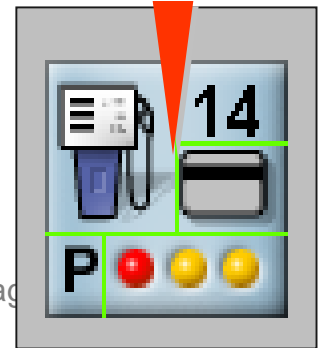
Online Services



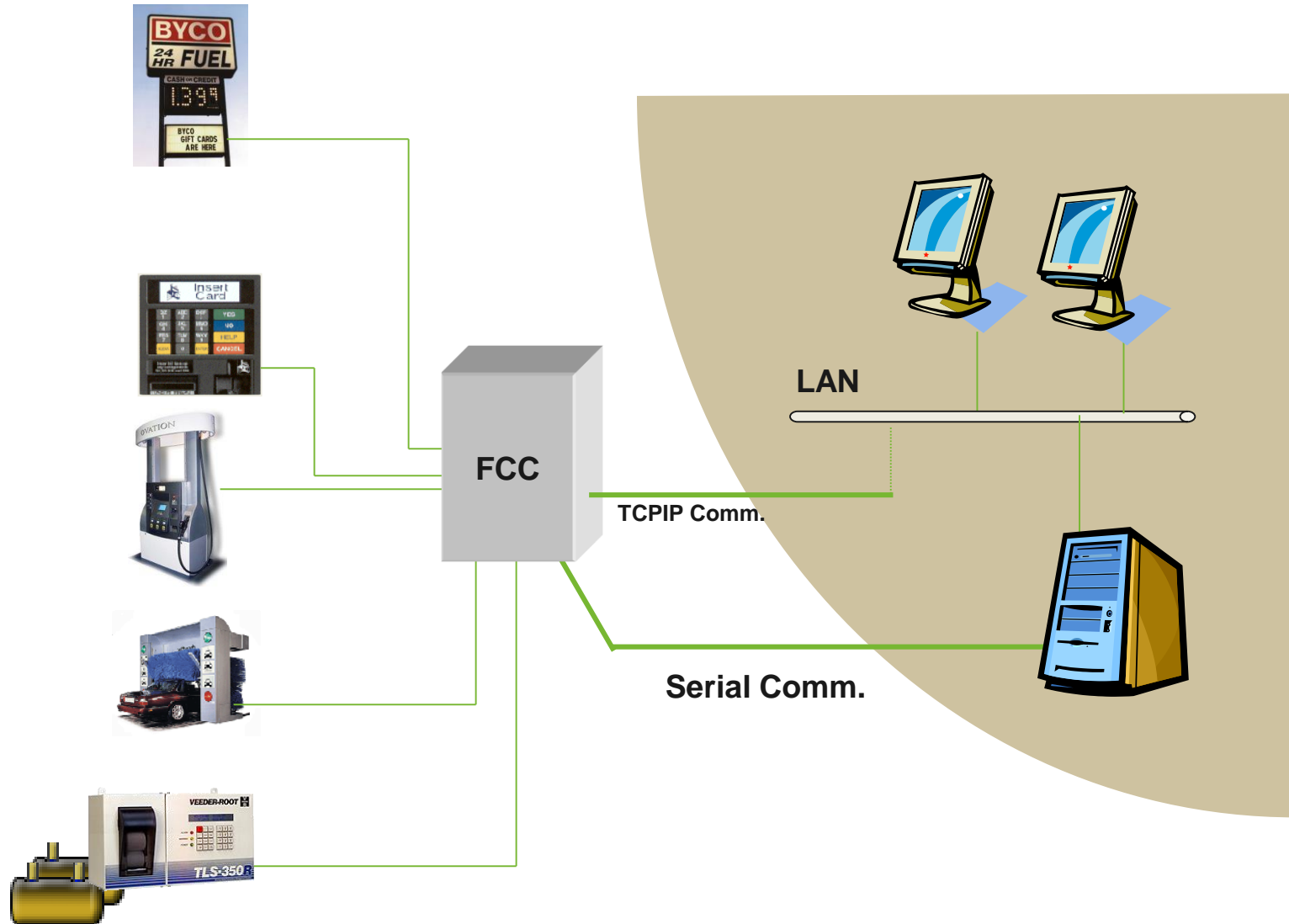
StorePoint Suite - Fuel

StorePoint Fuel

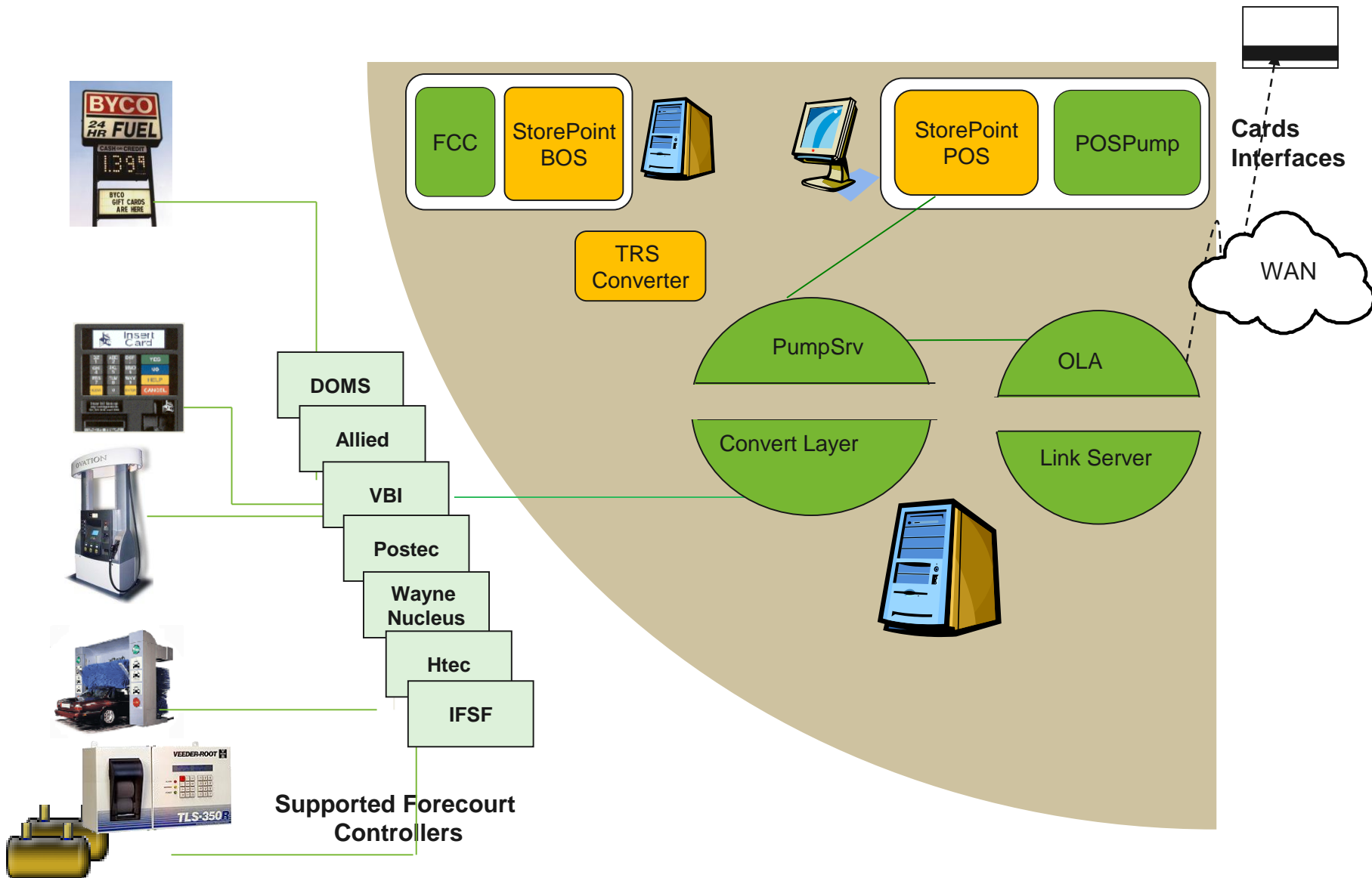
- Supports all known forecourts operation formats with various controllers
 - Self Service , Full service , Attendants service, Preset, Prepay etc.
- Process automation
 - Price Change, End of Shift, Modes of operation
- Forecourt control
 - Supports Wide range of forecourt equipment
 - Pumps, Tanks, 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



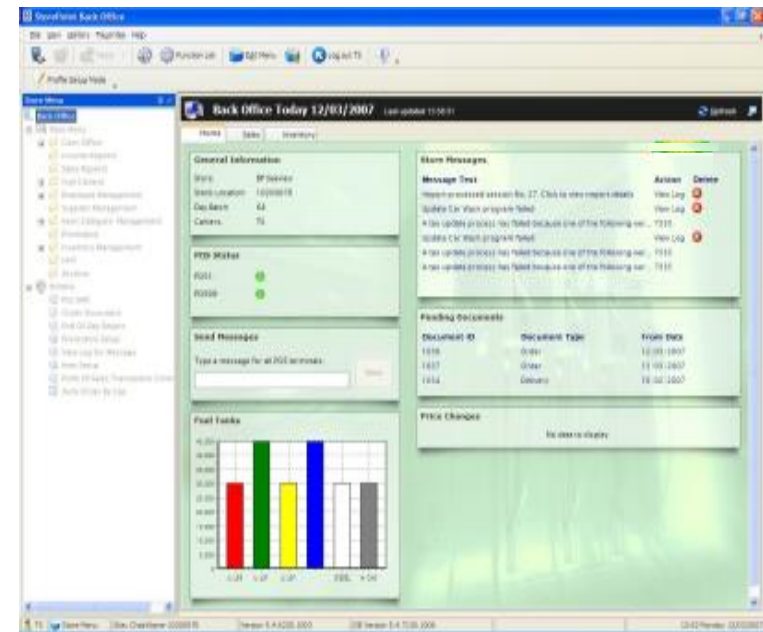
Site Back-Office

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

The screenshot shows a software interface for processing online returns. At the top, there's a title bar 'New Online Return - Items' and three buttons: 'Cancel', 'Back', and 'Next'. Below these are four more buttons: 'Edit', 'Delete', 'Return', and 'Search'. A section for search criteria includes radio buttons for 'UPC', 'Seq' (selected), 'Name', and 'Cnt'. Below this is the text 'POWERADE MOUNTAIN BL' and two navigation arrows. At the bottom, there's a table with the following data:

Name	SU	Rtn	Free
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StorePoint Suite - Customer Stories

Worldwide Deployment

40,000+ Stores



WelcomeBreak - UK

WELCOMEBREAK

- 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



PetroChina



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



