

Globally positioned

With its end-to-end i-SERVICE STATION solution, Wincor Nixdorf has advanced to a leading global supplier of IT solutions to service stations.

Rising global competition for the top locations, pressure to expand retail activities and the need to develop new customer services are forcing service stations operators to optimize their costs and processes – whether it is the individual station or an entire network.

Information technology plays a central role in their optimization efforts. Service station operators seek solutions that can be deployed internationally, are based on standards and map entire business processes. Moreover, they should be available from a single source and capable of integration into an existing enterprise resource planning (ERP) solution such as SAP's application. And, finally, they need to deliver maximal rationalization effects and show a high level of innovation.

To meet these high demands, Wincor Nixdorf has structured its Service Stations International unit accordingly and expanded its scope and operations. The unit has successfully implemented the complete i-SERVICE STATION solution and service portfolio in numerous service stations and retail stores with service stations in Germany and beyond, helping operators optimize their retail processes and unify their IT systems.

In just a few years, Wincor Nixdorf has advanced to one of the world's leading suppliers of IT solutions to service station operators. "This is no coincidence," says Horst von Wels, Director of Service Stations International. "We have benefited tremendously from our early and clear commitment to branch operations and the development of products tai-

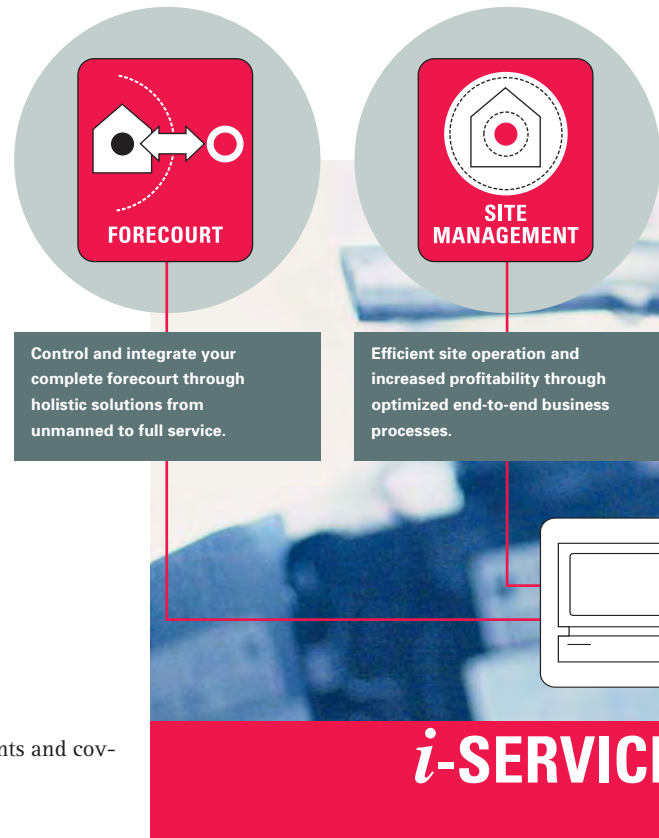
lored to meet customer requirements and cover all service station processes."

Key features

The i-SERVICE STATION solution is fully **integrated**, including hardware, software and services. It covers all service station processes, such as the control of fuel pumps and car wash alleys, monitoring of fuel inventories, operation of price signs, handling of all surveillance cameras and management of all material merchandise processes in the back-office. All of these services, which are based on best of breed components, are provided by a single source, including support for ongoing operations. All data is consistently processed, evaluated and made available to the national and, if requested, international offices.

Wincor Nixdorf's NAMOS software adds a key **international** aspect to the i-SERVICE STATION solution. The software can be implemented in all types and sizes of companies and across national borders thanks to its component-based, open and multilayered architecture. In particular, it helps multinational oil companies in their efforts to unify their IT infrastructure worldwide. Currently, 19 oil companies have deployed NAMOS components to control and map their service station retail processes in 34 countries.

Above all, i-SERVICE STATION is driven by **innovation**. By tapping its deep expertise in the retail area, Wincor Nixdorf is able to offer innovative convenience and shop solutions with diverse modules for customer



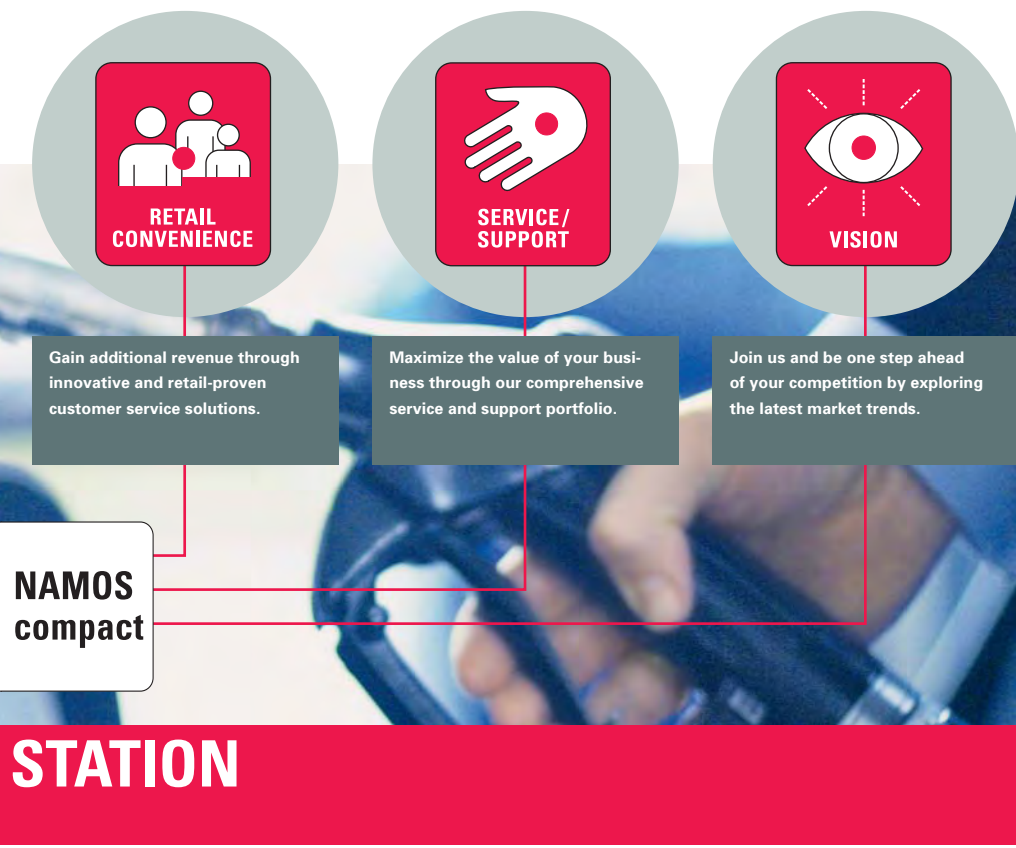
i-SERVICE

service and loyalty. On top of this come innovative self-service and cash management systems designed to help service station operators rationalize labor-intensive processes, operate more cost-efficiently and significantly increase security at service stations.

Together with customers, Wincor Nixdorf constantly strives to enhance its solutions. Each year, for instance, the company holds the international "NAMOS Roadmap Workshop," which gives users an opportunity to exchange views and experiences, assess Wincor Nixdorf solutions and put together a wish list of new functions and features.

Total cost of ownership

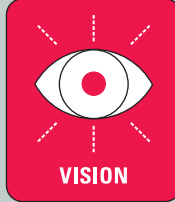
In designing the i-SERVICE STATION solution, Wincor Nixdorf has striven to achieve the lowest total cost of ownership (TCO) as possible, using standard methods within the solutions, processes and services. Service stations and their retail shops require robust hardware systems, which Wincor Nixdorf supplies. Moreover, the company's consulting services and training help operators combine the right components and find the best individual solution. "Our customers don't approach projects without receiving a detailed calculation of return on investment first – for instance, a 7 percent increase," von Wels says.



RETAIL
CONVENIENCE



SERVICE/
SUPPORT



VISION

Gain additional revenue through innovative and retail-proven customer service solutions.

Maximize the value of your business through our comprehensive service and support portfolio.

Join us and be one step ahead of your competition by exploring the latest market trends.

NAMOS
compact

STATION

More and more national and international companies are implementing the innovation solution package. The list of customers reads like the “who’s who” of the oil industry with names such as Total, Shell, Chevron, Conoco Philips (Jet), Galp and CNOOC as well as retailers like Waitrose. Five of the world’s top 10 oil companies are i-SERVICE STATION users.

The Total Group, for instance, has been successfully running the solution in its service stations for several years. The Paris-based company, which operates under the brand names Total, Elf and Fina, is the world’s fourth largest oil company, with more than 16,000 stations.

Around 5,000 service station systems in the group are managed from Paderborn. In Germany, Total Deutschland GmbH has contracted Wincor Nixdorf to begin equipping the first Total service stations with POS, self-service payment and back-office systems. The company is to install more than 1,300 POS systems, together with peripherals and software modules for POS and 1,000 back-office systems for merchandise management operations.

This year, Galp Energia (see page 16) plans a rollout for 790 service stations in Portugal and 129 in Spain in a move to equip its entire

network of service stations with Wincor Nixdorf technology. Lisbon-based Galp was formed following the restructuring of the Portuguese energy sector. It is the country’s largest oil company, with a market share of 37 percent.

The installation of the 1,320 Beetle POS terminals together with peripherals and the 837 back-office systems is scheduled for completion by early 2010. “With the NAMOS solution, we intend to unify business processes across our network of service stations and significantly reduce our operating costs,” says Miguel Pereira, director of Retail at Galp. “Then, with the help of innovative technology, we will be able to focus more on customer service.”

Today, many oil companies use different hardware and software systems. The move to a unified solution enables faster, easier and more transparent processes in areas such as checkout, merchandise control and administration. “The complete integration of NAMOS solutions from Wincor Nixdorf into our SAP environment has unified our business processes across our entire service station network,” says Bruno Daude-Lagrave, Retail Director at Total Deutschland. The intuitive and user-friendly NAMOS software plays a key role.

Innovative self-service solutions

Beyond their conventional systems, oil companies are increasingly testing new self-service solutions. Four years ago, for instance, Total S.A. signed an international agreement with Wincor Nixdorf to supply 4,500 outdoor payment terminals in eight countries. With an eye to the U.S., where cashless payments at the pump are commonplace, Total has meanwhile connected 1,000 outdoor payment terminals to its French service station network. “What we have isn’t a unique model but an international one,” says Jean-Pierre Basbayon, who is responsible for retail network pricing, control and systems at Total.

Wincor Nixdorf’s interactive Outdoor Payment Terminal (OPT) is equipped with an easy-to-use 12.1” touchscreen, which can also be used for advertising. Moreover, the terminal can be deployed in a range of service station operations, such as car washes and restaurants, or as outdoor POS terminals for paying at fuel pumps, as they already are in South Africa.

This year, Shell AG plans to install assisted payment terminals in 1,300 service stations in Germany – not at the pumps but in the shops. Customers will be able to use cash recycling terminals not only to pay for their purchases but also to fetch cash. The cash service is possible through a cooperation with Postbank, which intends to expand and deepen its cash service to its more than 5 million bank customers across Germany. “With this solution, we are enhancing service for our customers and, at the same time, increasing security in our service stations,” says Michael Dopheide, Managing Director of the service station operations of Shell in Germany, Austria and Switzerland.

Whether it is Shell, Total, Galp or other Wincor Nixdorf customers, oil companies can optimize their processes, reduce costs and improve customer service with the i-SERVICE STATION solution. And, above all, they will be well equipped to compete successfully in the increasingly competitive global market. ■