ARE YOU PREPARED
FOR THE FUTURE?

**Strategies for tomorrow's business solutions
from SERVICE STATIONS INTERNATIONAL**

WINCOR
NIXDORF

EXPERIENCE MEETS VISION.

RETAIL MARKET CHALLENGES

GLOBALIZATION
→ Global Expansion
→ Mergers/Consolidation
→ Global Procurement

NEW TECHNOLOGIES
→ Plug & Play
→ Web Technologies
→ Wireless Communication

KEY SUCCESS FACTORS

REDUCE COMPLEXITY AND COST

SUPPORT INTERNATIONAL EXPANSION

IMPROVE COOPERATION BETWEEN RETAILERS AND SUPPLIERS

DISCOVER THE OPPORTUNITIES
BEHIND MARKET CHALLENGES

We know how to master the economic pressures of today's Service Station business.

Globalization, growing competition, new technologies and channels, rising HR costs and, not least, customers who frequently change their brand loyalties – the conditions of today's market are quite simply challenging.

They call for comprehensive and innovative solutions: ideas that transcend traditional market concepts and tap new potential.

At Service Stations International we have been developing successful IT solutions for the petroleum and convenience store industry for the past two decades. The cooperation with our industry leading retail and banking divisions, combined with our extensive experience, gives us the ideal platform to think ahead.

This position enables us to offer you an integrated portfolio covering products, solutions and services – a portfolio that not only supports current market requirements, but can also respond dynamically to future challenges.

The key success factors are:

■ **Reducing complexity and cost**
We are continuously improving our products and solutions to make them simpler, more economical and more efficient. Plug & Play, optimized Total Cost of Ownership (TCO) and Mean Time between Failures (MTBF) are just some of our major focal points.

■ **Supporting international expansion**
We can call on our regional offices and a network of partners spanning 80 countries to provide global solutions and

NEW PLAYERS
→ Super-/Hypermarkets
→ Web Stores
→ Take Away Food

PERSONALIZATION
→ Staff Availability
→ Less Consumer Loyalty
→ Individual
   Consumer Wishes

ENABLE NEW FORMATS
AND ENHANCE
CUSTOMER SERVICES

DRIVE
PERSONALIZED CUSTOMER
INTERACTION

ENABLE
MULTI-CHANNEL
RETAILING

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service platforms to meet the complete range of customer needs. Our flexible, straightforward solutions are easy to integrate and they satisfy any given language and legal requirements.

■ **Improving cooperation between retailers and suppliers**
What counts in the retail business also applies to convenience stores. Processes between retailers and suppliers need to become more economical and efficient, and better keyed to consumers. Our Category Management Systems leveraging Business Intelligence and Web-based technologies integrate a variety of data sources and increase automation in the supply chain. This leads to significant cost reductions, improved inventory and range management - and ultimately to greater customer loyalty.

■ **Enabling new formats and enhancing customer services**
With our broad-based experience across a variety of industries, above all retail, we are familiar with the products and processes in other segments. Utilizing this expertise, we work with you to explore new ideas and provide your customers with new services. These new components can then be easily, efficiently and smoothly integrated into existing systems.

■ **Driving personalized customer interaction**
You can only win over new customers if you address them as individuals. But such measures often prove a drain on personnel resources. Fully automated solutions like Virtual Shop Windows, Kiosk Terminals and Electronic Shelf Labeling provide value-added information and services for your customers. In addition to supporting customer retention, these tools have been developed with an easy integration into existing IT landscapes in mind.

■ **Enabling multi-channel retailing**
Cellphones and the Internet represent a basis for totally new sales and service channels, but they also add to the competitive pressures. To be used most effectively, they need to be incorporated into existing systems with a minimum of extra cost and effort.

INDIVIDUALIZED
STANDARDS

→ **Global Industry Standards**
→ **Open Interface Architecture**
→ **Multi-Language**
→ **Plug & Play**
→ **Reduced MTBF**

GIVE SIMPLIFICATION
THE GREEN LIGHT

Reducing complexity and cost – that's the way we think, we work, we are.

At first glance, perfectly customized IT solutions may appear ideal. They are, however, expensive.
And as such probably not the best proposition if you want to stay competitive in a globalized retail environment.

Our answer lies in standardization:

■ **In our solutions –**
Making it possible to easily link up proven standards and new technologies.

■ **In our methodology and processes –**
From the initial analysis of requirements to the rollout of the final solution.

■ **In our services –**
From global market research, through cooperating with partners and customers, to generating new products and services.

In other words – we can achieve more with less effort:
→ Fully delivering on customer requirements through
 - function-rich and easily adapted core solutions
 - tried and tested analytical methods
 - joint analysis with customers to precisely identify individual needs

METHODOLOGY	SERVICES	

METHODOLOGY
- ➔ **PRIME - International Project Management**
- ➔ **CIP - Country Implementation Process**
- ➔ **BEST PRACTICE**
- ➔ **ROADMAP Workshops**

SERVICES
- ➔ **Consulting**
- ➔ **Systems Integration**
- ➔ **Development**
- ➔ **Quality Management**
- ➔ **Help Desk**

REDUCED COMPLEXITY AND COST

➔ Reduced Total Cost of Ownership through
- wide use of standards and component-based architecture
- remote upgrades and maintenance
- integration of third-party solutions without incurring substantial cost

➔ Fast development and implementation through
- functional enhancements that are developed quickly and easily
- reduced time to market for new ideas/initiatives
- global solutions

➔ Easy integration of third-party solutions through
- open architecture
- high level of flexibility to choose functionalities from providers that best suit business requirements

We believe that simplifying processes and reducing costs are top priorities for maintaining a competitive edge, the platform for future business.

SERVICE STATIONS INTERNATIONAL

Service Stations International with its global network of partners and consultants is dedicated to preparing and equipping you for the future. Comprised of flexible sets of modules, our complete solutions have been developed for all types and sizes of service stations – local, international or global.

A single core solution for all markets supporting:
- ➔ easy integration through open interface architecture of new EFT, BOS, HOS and legacy systems
- ➔ global industry standards: OPOS*, NACS*, XML, IFSF*, ARTS*
- ➔ multi-language

*= Membership

We provide a worldwide network for service, support, training and consulting.

Service Stations International generally works as the prime contractor, assuming full responsibility for the entire project.

Country Implementation Process (CIP)

International Project Management (PRIME)

EXPERIENCE IS THE ROAD TO VISION
DRIVE SAFELY

We know how to implement success – with our tools, methods and processes.

To turn ideas into reality, make country-specific adaptations or integrate external components into existing systems – this requires systematic and clearly structured effort within uniform processes.
Service Stations International relies on proven tools and guidelines developed over the years. Its wealth of experience, the product of numerous international projects, is enhanced by the ongoing transfer of knowledge within the global Wincor Nixdorf organization. In other words, a solid platform of success, which translates into a guarantee for quick, reliable, simple and efficient project solutions.

In detail, this includes

■ **PRIME – International Project Management**
A guideline which steers the management of customer projects within an ordered framework of systematic processes. It guarantees global project consistency and a uniform understanding of project work.
Standardized reporting templates ensure that every step of the implementation process is completed accurately and on time. The experience and knowledge gained can be put to practice again and again.

	Pre-Study		Analysis	
PRIME	General Pre-Study Phase	Def. of Requirements	Feasibility	Preparation of Statement of Work

Realization					
Planning of Implementation	Implementation	Systems Integration	Pilot	Rollout/ Installation	Maintenance

INNOVATIVE SOLUTIONS

BEST PRACTICE

ROADMAP Workshops

■ **CIP - Country Implementation Process**

A three-phase model for all sub-processes required for the implementation of IT solutions. It takes both customer- and country-specific needs into account and involves local staff in the project from an early stage. Through the joint and precise analysis of requirements unnecessary development costs are avoided.

General Pre-Study:
Analysis of country-specific and customer-specific needs

↓

Pre-Project:
Specification and approval of final functionalities that have been identified in GAP workshops

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Realization:
Development, testing, pilot installations and rollout

■ **BEST PRACTICE**

Each country has its own special requirements. But this doesn't mean that we start from scratch on every project, developing a wholly customized solution for each country. At Service Stations International we combine the most practicable components – drawing on our technology and know-how – to produce truly comprehensive global solutions. Solutions capable of catering to individual specifications - without reinventing the wheel.

Best of Country A	**Best of** Country B
Best of internal Experience	**Best of** external Experience

Wincor Nixdorf Best Practices

■ **ROADMAP Workshops**

To explore and generate new ideas to answer changing needs, we organize regular ROADMAP Workshops with our partners and customers. In addition to driving IT solutions forward, these forums provide an overview of market developments, help pool valuable experience, and pave the way for tomorrow's visions.

Price Sign

Pump/IFSF

Fuel OPT

Forecourt Converter

Video Control

Building Control

Garage

Car Wash

Car Wash OPT

Cash Management

Restaurant

THINK INTEGRATED
WELCOME TO OUR *i*-SERVICE

We know how to manage everything with a single innovative solution: the *i*-SERVICE STATION.

Is there any reason why the pumps, price sign, ATG's, car wash, security cameras, restaurant and coffee machine… why all the components of an advanced Service Station - cannot be controlled from a central POS system?

No, not if you have an intelligent solution.

> „The NAMOS Compact solution is a step-change in terms of transaction speed, flexibility, robustness, ease of use and the span of control it gives us over our ever-growing retail operations."
>
> Martin Rowe, TotalFinaElf

Service Stations International offers a complete yet simple and proven POS solution incorporating all the components, regardless of the station's size or type of operation. The one-stop solution: the *i*-SERVICE STATION.

Thanks to our open architecture, new products and services – Pick-up Points, Virtual Shop Windows and the like – can be seamlessly connected; this also applies to Outdoor Payment- or Car Wash Terminals.

i-SERVICE STATION is the answer to all the challenges presented by both consumers and the market. It allows you to respond to future market demands by giving you the opportunity to actively influence and shape your customers' requirements.

But the *i*-SERVICE STATION does not only function as a complete package. Its modules can be used individually giving you the flexibility to adapt to the wishes and needs of your customers.

Coffee

BOS/HOS

Pick-Up Point

Free For Vision

? ⟷ !
Help Desk/ Remote Services

Consumer Display

Shop

Internet Kiosk

WWW.

V-SAT

Electronic Shelf Labeling

Virtual Shop Window

Oil/Water Separator

CENTRAL POS-SYSTEM

ATG

STATION

■ POS-System

The core of *i*-SERVICE STATION is NAMOS Compact – our industry-leading global POS solution. Its multi-layer software architecture is entirely based on Microsoft® platforms and technologies, reducing complexity and cost.

NAMOS Compact manages the entire service station operation – from Dry/Wet Stock sales to Video Control. What's more, it even covers basic back office functionalities like Fuel Stock Management, Item Maintenance, Local Accounting and Reporting/Statistics.

■ Forecourt Control Management

All forecourt facilities are managed by one main software component called the Wet Data Manager. A reliable, stable and secure IFSF-compliant technology, this software manages, controls and integrates the complete forecourt, while providing a resilience concept. Proprietary non-IFSF equipment can be interfaced into our solution via a forecourt controller. This software-based solution is far more economical than its hardware-based counterpart and can be updated remotely.

■ Back and Head Office Systems

Our open interface architecture based on XML Technology enables you to integrate any existing back office and/or head office solution, including web-enabled systems.

We can also supply powerful back and head office solutions that serve the individual customer needs and supports all business scenarios (CoCo, CoDo, DoDo).

No matter what the service station size: our *i*-SERVICE STATION gives you the flexibility needed to respond to today's – and tomorrow's – business challenges.

i-SERVICE STATION:

i-NTEGRATIVE
i-NNOVATIVE
i-NTERACTIVE
i-NTERNATIONAL

KEEP IT SIMPLE
CONTACT US

Customer dialog is essential. And customer success is what drives us on.

At Service Stations International the customer comes first. Your individual needs, the specific requirements of your organization, and last but not least your success are our top priorities. We are open to new ideas and don't easily accept constraints.

So if you are looking for new, innovative solutions, target-oriented and developed by people with team spirit – then just give us a call.

Founded in 1981, Service Stations International has a long tradition of driving innovation in Point-of-Sale solutions.

This legacy lives on today, reflecting the company's continued commitment to excellence.

**"Wincor Nixdorf's vision is based on a half century of experience. As a provider of comprehensive IT solutions and services, we are one of the top addresses worldwide.
We create efficient, customer-friendly processes through the depth of our know-how and the breadth of our consulting and services."**