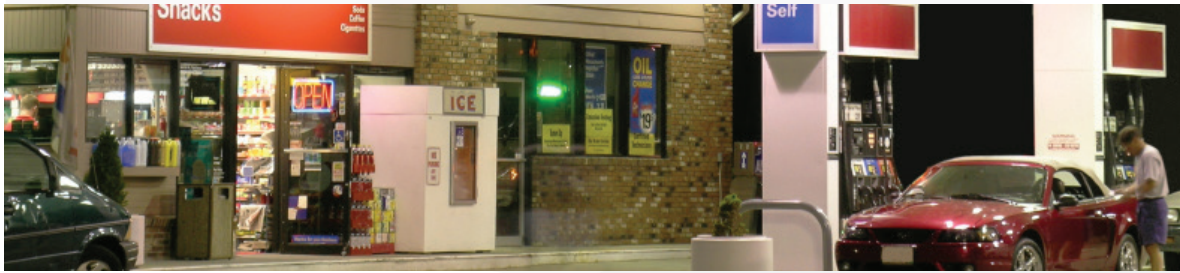


FUEL MANAGEMENT



THE SUITE

- ◆ Store Management Suite (SMS) is a complete set of applications supporting regional to national chain environments. SMS is a client-based retail solution providing a seamless, integrated software suite that manages point of sale, back office, corporate office, warehouse and all aspects within the retail enterprise. The suite contains modules that are typically outsourced, including bank integration, customer analytics, in-store mobility, consumer phone apps, digital signage, and more.

THE DIFFERENCE

- ◆ SMS offers the most complete tool set available for convenience and fuel retailers. Our single core design supports in-store, at-the-pump, and all operational activities in between. One system manages point-of-sale, inventory, pricing, and reporting, and it can even centralize all such activities in multi-store environments.

All pumps can be controlled from any designated POS station. Authorizing those points is as easy as a simple touch of a button on the fully customizable user interface. That same interface also reflects pump status and real-time volume counters, plus allows pre-pay options to be configured into a single button, making the system easier to learn and more efficient during peak hours.

Best of all, SMS seamlessly integrates outside fuel with inside merchandise, whether it is one location or a chain. Financial reporting is integrated, providing a clearer picture of results, and price book, merchandising, and inventory systems are linked too. Not to mention, the complete loyalty system flows from inside to out, allowing cross marketing like never before. It's simple, effective, yet more advanced than even the largest of chains.

FUEL MANAGEMENT



PRICE BOOK MANAGEMENT

Whether you are single fuel store operator or manager of a multi-store chain, managing prices is part of the daily routine. SMS fuel offers flexibility to work when and where you need it.

Price updates can be made at the POS, a back office workstation, or head office. Changes can be scheduled and deployed anytime, day or night. Deployed changes can automatically take effect or start at a specified time. Reporting tools offer quick and easy summaries on margin impacts, allowing you to make decisions based on real-time events in your business.

PROMOTIONS & LOYALTY

SMS provides unparalleled promotional capabilities, in the store and at the pump. Our legacy in supermarkets virtually assures "there isn't a promotion we can't create."

It is all about the numbers, and SMS delivers. With interactive promotions based on what is happening live in a transaction, promotions based on customer designation, and promotions built at the item level, SMS delivers practically an unlimited amount of possibilities.

Promotion options can include price rollback with coupons or loyalty points, discounts on the total fuel transaction, short term promotional pricing, fuel discounts based on purchases within the store, in-store discounts based on fuel purchases, and more.

All promotions can be displayed at the pump, and with our ad designer, you can interact with the customer during the fuel transaction. Now you have the power to promote in-store items and specials, and even accept tender for those items, all at the pump.

Cross marketing is now a reality, and SMS delivers in all concepts: convenience with fuel, convenience with fuel with food service, grocery with fuel.

UNATTENDED SITES

SMS provides retailers an option for unattended fuel sites via a payment kiosk. This alternative is perfectly suited for truck stops, or at sites where centralized payment for multiple pumps is required. The kiosk utilizes Wayne pay-at-the-pump hardware, and is already certified for EMV.

EXTENDED FEATURE LIST

- ◆ Support for major pump vendors, including: Bennett, Gilbarco with cash acceptor, Kraus, Tokheim, & Wayne
- ◆ Fuel tank monitoring
- ◆ Split island modes to accommodate full & self service
- ◆ Easily switch between full or self service modes
- ◆ Drive away & collection alerts
- ◆ Drive offs recorded via video surveillance interface
- ◆ Car wash management

- ◆ Integrated sales reports for fuel & store operations
- ◆ Single balancing report for fuel that includes all necessary information
- ◆ Reconciliation of credit & debit cards
- ◆ Balancing reports for validating counter & POS amounts
- ◆ Daily counter reports
- ◆ Tank readings in line with shift changes
- ◆ Transaction logs at the fuel console
- ◆ Pump counters visible at all times

- ◆ Fuel price changes updated from POS, back office, or head office
- ◆ Multi-level pricing at the pump
- ◆ Unlimited price levels triggered by customer
- ◆ Schedule price changes
- ◆ Price change reports
- ◆ Credit & debit card payment options
- ◆ Fidelity & other card program options

- ◆ Dynamic promotions displayed at pump
- ◆ Drive in-store traffic by transaction, customer, or item
- ◆ Tender in-store purchases at the pump
- ◆ Printed & electronic coupons
- ◆ Loyalty with or without card
- ◆ Social networks promotion at pump