SIQMA
Fuel your future

Major changes in the fuel retailing sector around the world

Future Site Systems - Opportunities in the Cloud

Ralf Köppl – Director Sales & KAM

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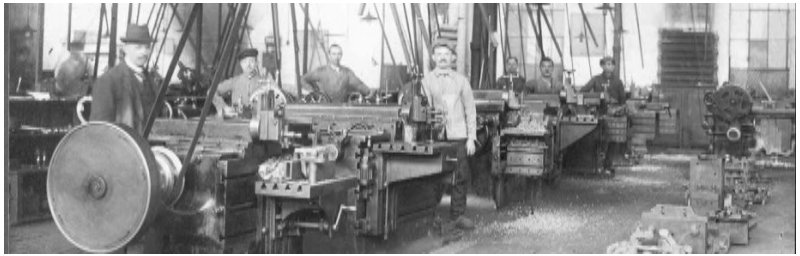
A few words about Scheidt & Bachmann



From mechanical engineering…

…to intelligent cloud-solutions

Founded:	1872, family owned in the fifth generation
Employees:	> 3,000
Trainees:	> 75
Turnover:	> € 380 m. (2017)
Worldwide know-how:	25 subsidiaries, 50 partners, > 50 countries

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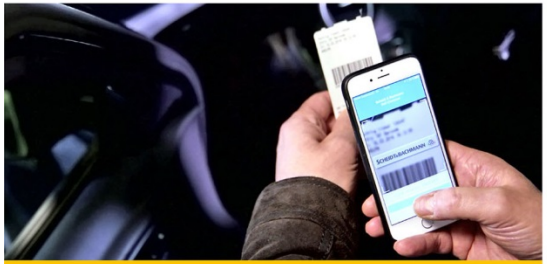
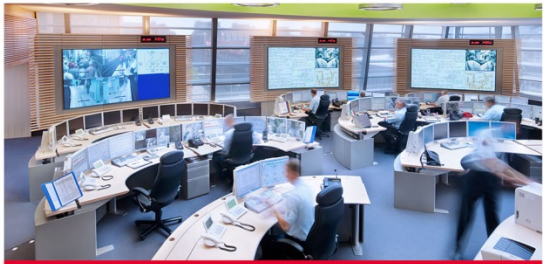
Scheidt & Bachmann – Systems for mobility

enterro
beyond barriers



/ Parking and access systems

BUES 2000 / ZSB 2000



/ Signalling systems

FAREGO

/ Fare collection systems

SIQMA
Fuel your future

/ Fuel retail solutions

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The drivers of our roadmap

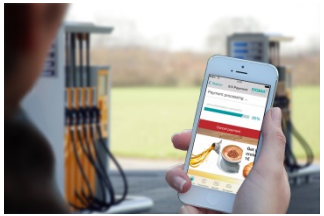
1. Cloud-based data and services platform

2. Open API platform and business model

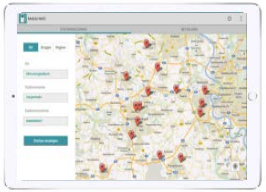
Above site

On-site

3. Innovative B2C services
(driven by smartphones and car-to-X)



4. High flexibility for innovative hardware



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We live in a digitized world

Traditional company | Tech company

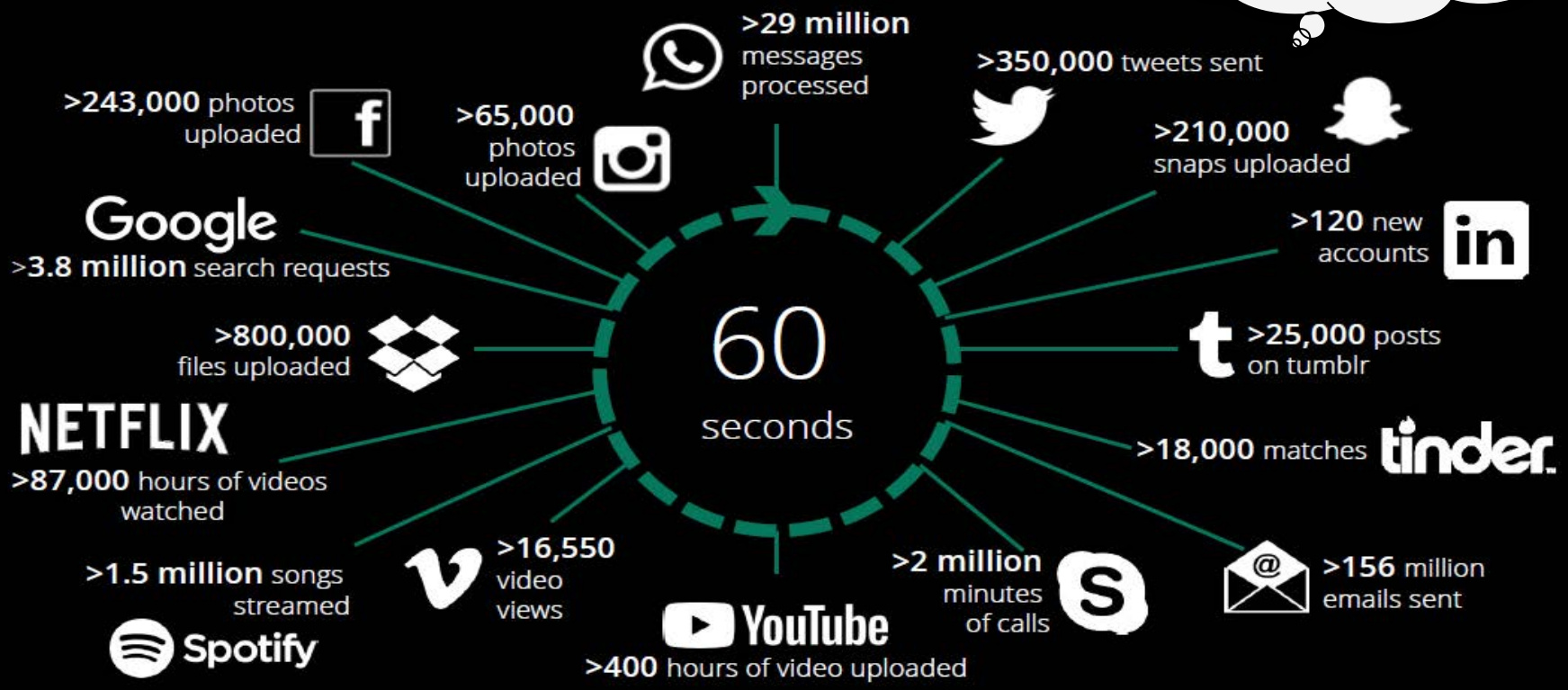
Top	2001 US$1,527bn	2006 US$1,670bn	2011 US$1,519bn	2016 US$2,407bn	2017 US$3,328bn
1	GE US$372bn	ExxonMobil US$447bn	ExxonMobil US$406bn	Apple US$609bn	Apple US$861bn
2	Microsoft US$327bn	GE US$383bn	Apple US$377bn	Google US$539bn	Google US$730bn
3	ExxonMobil US$300bn	Microsoft US$294bn	PetroChina US$275bn	Microsoft US$483bn	Microsoft US$660bn
4	Walmart US$273bn	citi US$274bn	Shell US$234bn	Berkshire Hathaway Inc. US$402bn	amazon US$564bn
5	citi US$255bn	Gazprom US$272bn	ICBC US$227bn	ExxonMobil US$374bn	f US$513bn

Valuation based on data from December 31st of the respective year
Source: morningstar.com, Financial Times, Statista research

statista

The Internet in 60 seconds

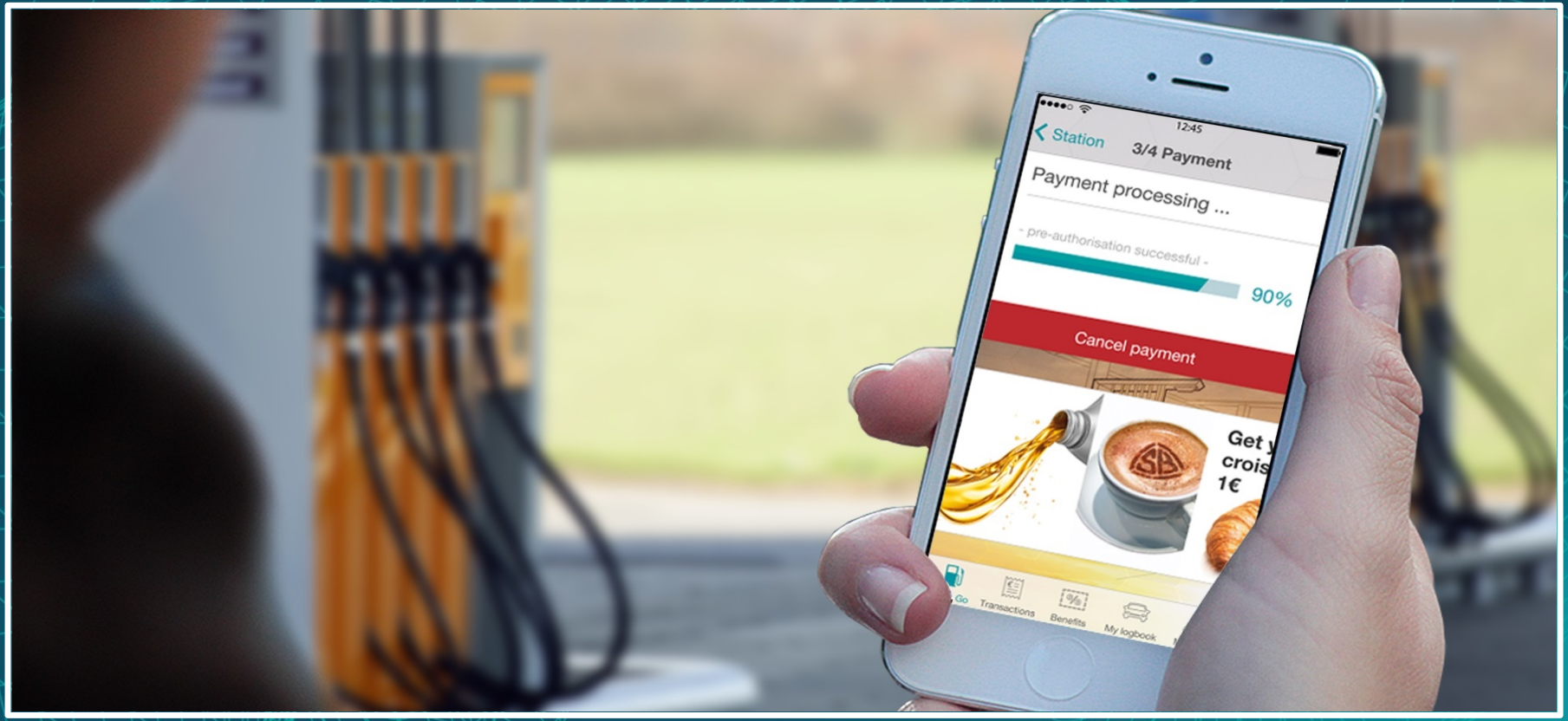
3,5 billion people are connected by mobile devices



Source: Go-Globe.com, Company Information, Statista Research

statista

60 seconds at your petrol station



V-Power
V-Power
V-Power
deli&go
Shell
SELECT

Large MOC are piloting mobile payment in GER

Digital payment projects in German fuel retail in 2017

Shell SmartPay with PayPal: Live in Germany (since July)

BP / ARAL with Payback Pay: Live in Germany

Tamoil with SAP: Cooperation in German market announced

TOTAL with DriveNow carsharing: “In-car” fuel payment live in Germany

Major pilots & go-live worldwide

Example for an Mobile Payment E2E solution

clever-tanken.de

Leading price comparison App
10 Mio. visits/month

43 Mio. Contacts/month

paydirekt

Payment method available for most online accounts in Germany

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Market share
> 50%

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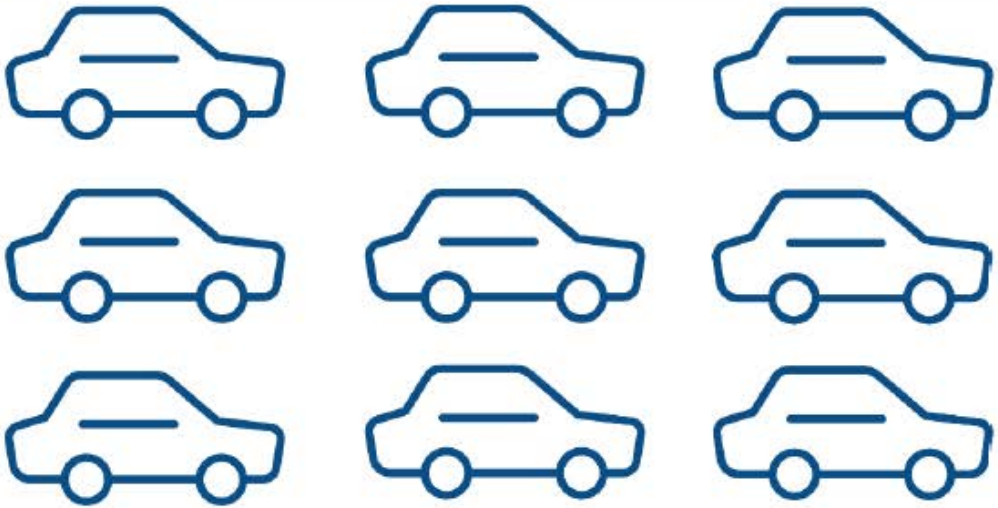
Mobile Payment

SCHEIDT&BACHMANN

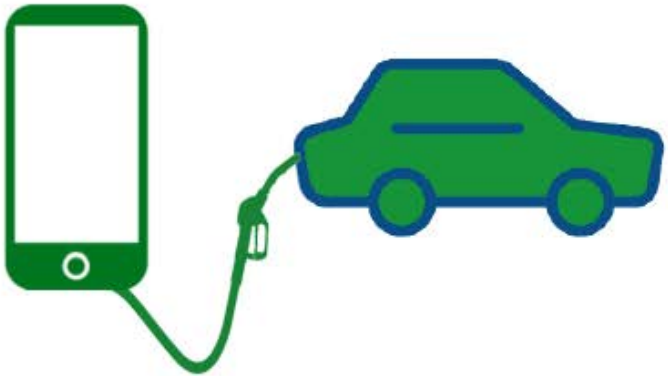
IN 5 YEARS

paydirekt

clever-tanken.de



each
10th filling



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Future Site Systems - Opportunities in the Cloud

Opportunities for:

MOC & Dealer

Solution Provider

Customer

Future Site Systems - Opportunities in the Cloud

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WASTE OF TIME
BORING
DIRTY
UNMOTIVATED STAFF
HIGH PRICES

How can Cloud-based systems help with that?

/ SALES SUPPORT

Cloud Technology

- Personalized Welcome Messages
- Individual Promotion Coupons
- Active Selling Proposal

How can Cloud-based systems help with that?

/ SALES SUPPORT

BENEFITS

- Customer loyalty
- Multi channel sales
- Cross selling
- Additonal points of contact

How can Cloud-based systems help with that?

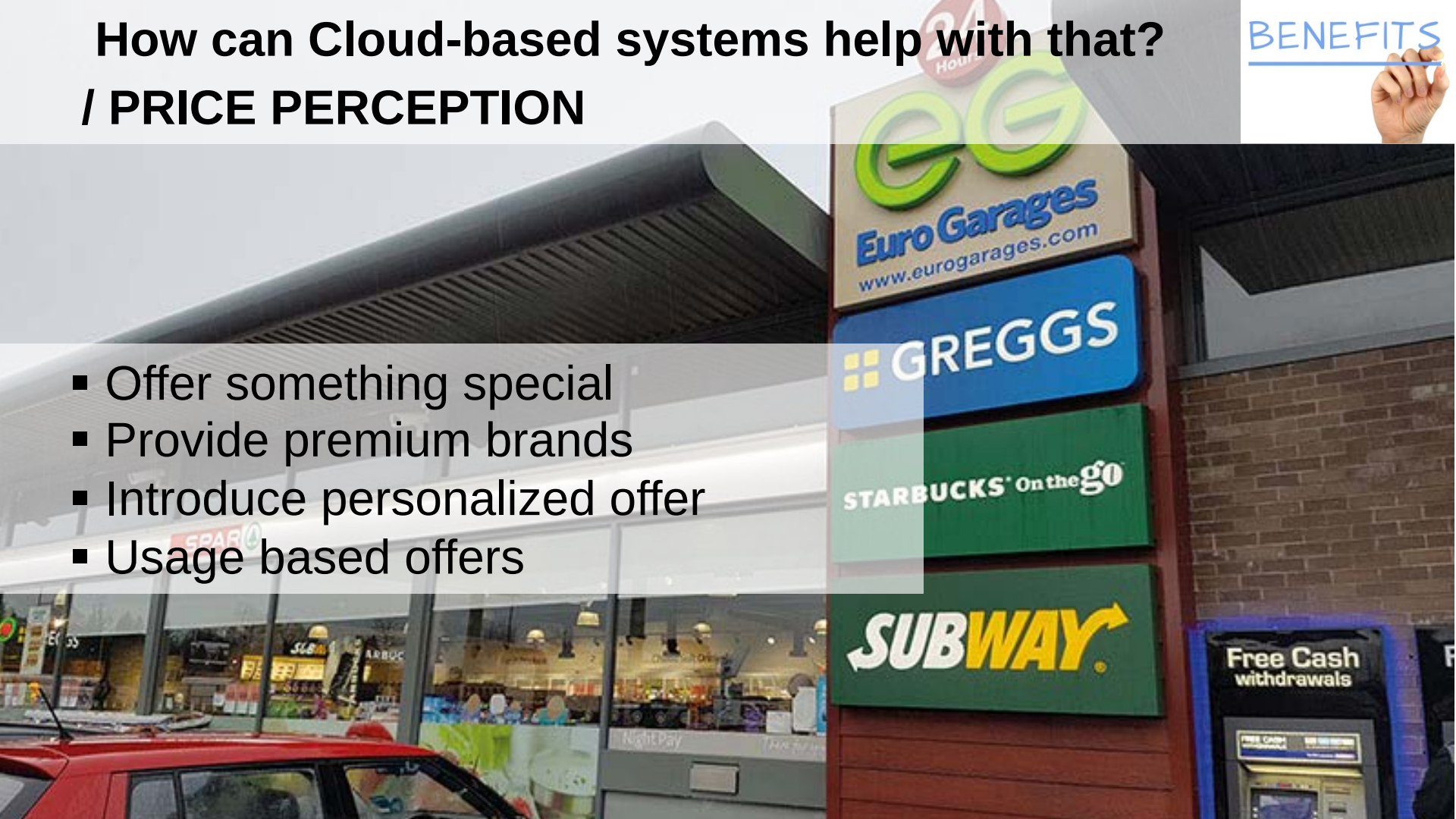
/ PRICE PERCEPTION

- Co-operation with retailers, System integration by standardized API
- Interactive reward & loyalty schemes
- Evalution of customer demands

How can Cloud-based systems help with that?

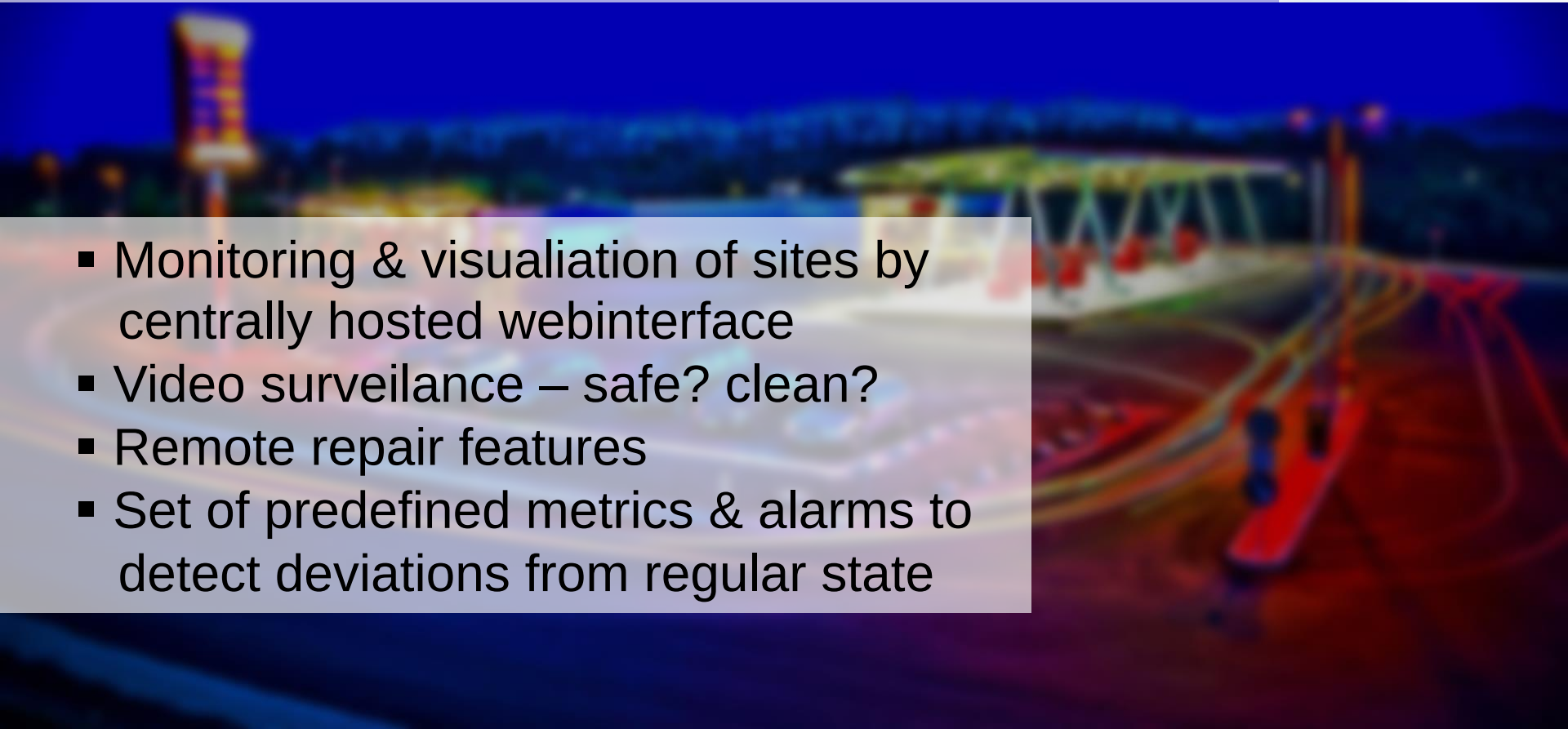
/ PRICE PERCEPTION

BENEFITS



- Offer something special
- Provide premium brands
- Introduce personalized offer
- Usage based offers

How can Cloud-based systems help with that? / FIRST IMPRESSION



- Monitoring & visualiation of sites by centrally hosted webinterface
- Video surveilance – safe? clean?
- Remote repair features
- Set of predefined metrics & alarms to detect deviations from regular state

How can Cloud-based systems help with that?

/ FIRST IMPRESSION

- Customer feels safe
- Customer feels welcome
- System provides highest availablity

How can Cloud-based systems help with that?

/ SPEED OF TRANSACTION

Cloud Technology

- Mobile POS
- Mobile Payment
- Fast lane
- Self check-out
- Flexible POS @ Car Wash, Bistro, Coffee Machine

How can Cloud-based systems help with that?

/ SPEED OF TRANSACTION

- Easy to learn and to use (intuitive GUI)
- One touch approach
- Additional services (like click & collect)

How can Cloud-based systems help with that?

/ TIME TO MARKET

- Software development, QA & Operations as <u>one</u> flowing, agile process (DevOps)
- Open API
- Asset lite HW and HW independency
- Offline capabilities

How can Cloud-based systems help with that?

/ TIME TO MARKET

- Shorter Release cycles from yearly to monthly or even faster
- Capabilities for „Inflight Changes“
- Reduced deployment times

How can Cloud-based systems help with that?

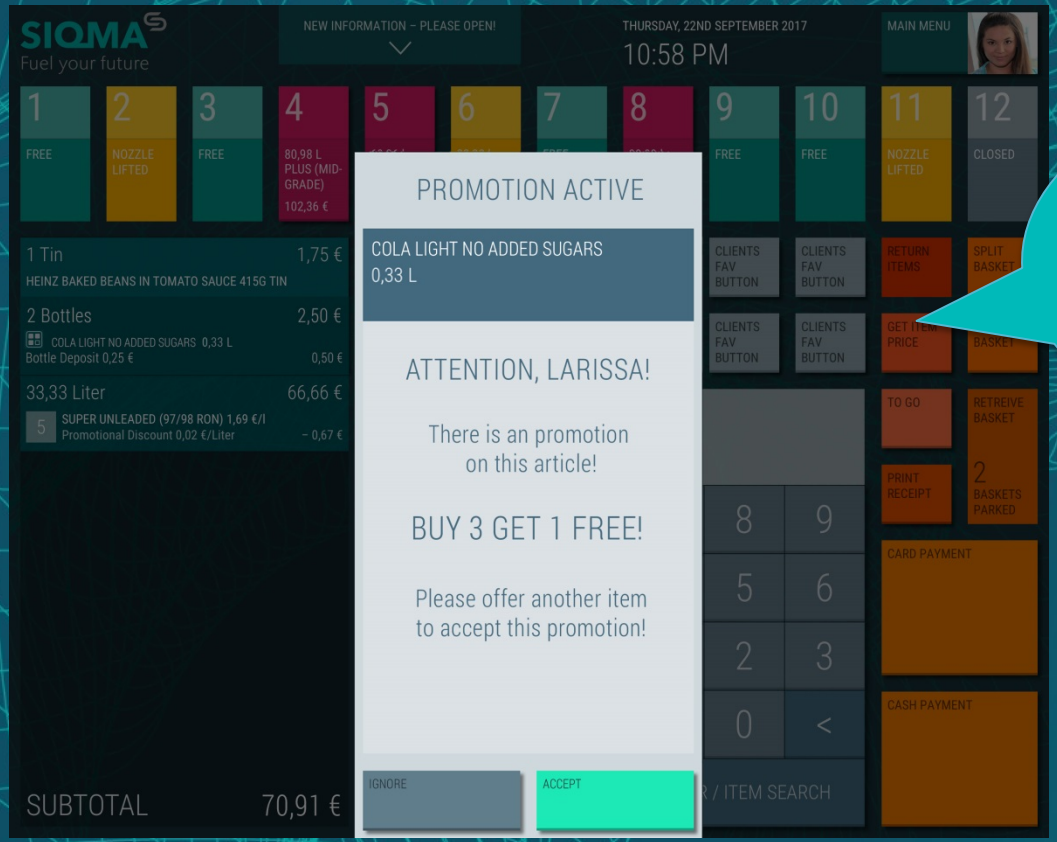
/ CUSTOMER EXPERIENCE

"No, you probably won't find what you need and I'm not going to help you look for it!"

Sales Promotion

interactive
Sales support

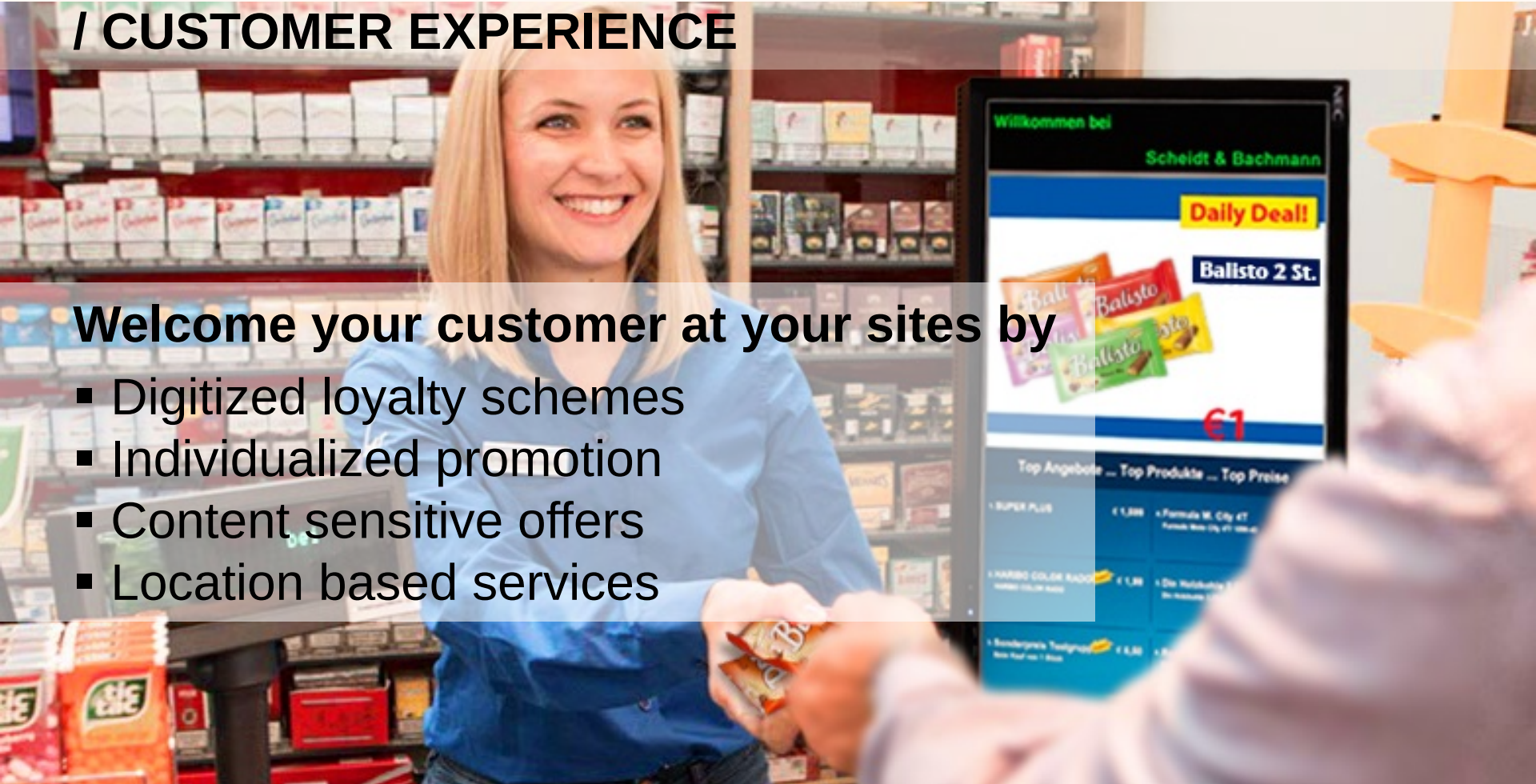
Sales Promotion



featured
Active Selling

How can Cloud-based systems help with that?

/ CUSTOMER EXPERIENCE



Welcome your customer at your sites by

- Digitized loyalty schemes
- Individualized promotion
- Content sensitive offers
- Location based services

Summary

Future Site Systems - Opportunities in the Cloud

We have started in Scheidt & Bachmann the digital transformation 5 years ago. It is in fact 90% about people and 10% about tech.

Connected devices will reach > 6 billion by 2020.

Cloud based solutions

are not an opportunity –

it is a must in our industry!

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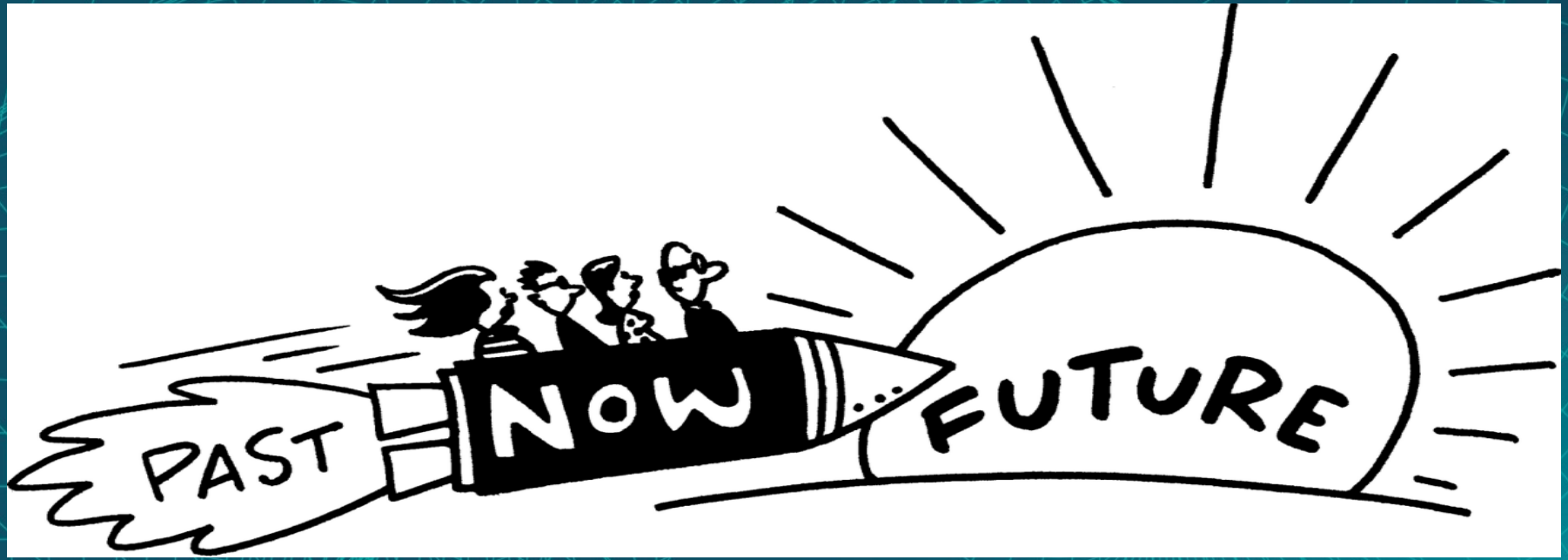
Customer benefits and satisfaction are always the key for success.

Cloud solutions are prerequisite to achieve it in the fuel retailing sector!

Thank you!



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