

# Mobility Plaza®

## PetrolPlaza Russia Special - Scheidt & Bachmann represents its product innovations for the Russian market

**At Scheidt & Bachmann we provide innovative management systems that enable operators to run their fuel sites as effectively and conveniently as possible.**



Our cloud-based system solutions are designed to provide fast and immediate implementation, highest flexibility to our customers, whilst providing thorough insights into business data and processes. With our mobile payment and loyalty solutions you have all the relevant information at your fingertip. Today, we are justifiably recognized as a leading cloud services provider in the fuel retail market providing competitive solutions and services meeting customer needs and expectations.

### **Cloudlink - Forecourt reloaded**

The Scheidt & Bachmann Cloudlink is an optimized forecourt controller and payment server that provides based on IFSF standards a POS-independent cloud link to your wet stock business and continues site operation if cloud is offline. There's no easier way to manage your site and it protects your existing investment and in addition it gives site operators the highest flexibility when it comes to choosing petrol station equipment.

Now, standard retail POS and BOS systems can be connected via Cloudlink in order to communicate with the forecourt components via IFSF FDC. Outdoor Payment devices can be connected to the Cloudlink and associated payment infrastructures via IFSF EPS. Moreover, Cloudlink allows the communication of all forecourt components with the Scheidt & Bachmann head office system (HOS). The forecourt components are connected to Cloudlink, which then transfers the information to the

Scheidt & Bachmann HOS and vice versa. With this very compact system it is possible to easily control a petrol station in the cloud.

## **Scheidt & Bachmann introduces loyalty solution for petrol stations**

Today, we recognize not only technological changes in the operation of a petrol station but also customer behaviour and the expectations of the offerings change. An assortment, tailor-made to customer needs, additional offers and intelligent loyalty solutions create lasting customer loyalty and increase revenues.

Focusing on customer loyalty, Scheidt & Bachmann introduce an app that proves to be a simple solution for all customers to realize an app-based loyalty programme at their petrol stations. The app supports the registration of the customer via smartphone as well as the redemption of benefits via QR code scan at the POS. All that is necessary is an app server, the Scheidt & Bachmann HOS and site management system TMS 30. The HOS is also available as SaaS (software as a service) solution. Thus, an extra hardware invest becomes obsolete.

Interaction with customers using mobile solutions allows the site operator to get to know the needs of its customers and thus to adapt the offer better. TMS 30 forwards sales block data, including customer identification, to the HOS, therefore adding a new means to register and analyse a customer's buying history in order to promote customized offers. This data can also be evaluated and used within business development.

The app has been designed for easy and intuitive handling by users. Available benefits are displayed for direct selection on the main view. In order to redeem a benefit, the QR code, which is displayed by the app, has to be scanned by the TMS 30 POS.

Basically arbitrary solutions are possible:


- Customers solicit customers with incentive (e.g. bonus litres)
- Social Media Marketing ("share") with incentive (e.g. bonus litres)
- Discount booklet / stamp booklet (e.g. 10th car wash for free)
- HOS Promotions with target group marketing
- Sale of advertising space to 3rd parties
- Feedback and customer dialog functionalities
- Fun elements (ribbons, user rankings, ...)


## **Contact information**

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