



Puerto Rico: P97 powers To Go Stores mobile payments upgrade

Puerto Rican convenience store chain To Go Stores has tapped P97 Networks' PetroZone® Mobile Commerce and Digital Marketing to enable mobile transactions at its 33 stores in the country.

The mobile upgrade project also includes deployment of PetroZone's Contextual Commerce Engine, a technology solution that enables To Go Stores' mobile app to provide fuel discounts and personalized offers resulting in more foot traffic and in-store sales.

"To Go Stores places a high value on customers' experiences at our stores and P97's PetroZone mobile platform meets our expectations for security, time and cost savings, than ever possible with cards or cash," said Nelson Capote, President of To Go Stores.

P97 will install Verifone's Commander Electronic Payment Server/Forecourt Controllers to ensure the in-store Point of Sale systems are EMV compliant and based on Connexus industry standards. Rapid and secure mobile account authentication is supported by Microsoft's Azure B2C and payment accounts are enabled instantly by Automated Clearing House (ACH) provider BIM (Buy It Mobility), explained a company release.

"The Puerto Rico fuels industry is unique, as most retail merchants never upgraded fuel pumps to have card readers, making it the perfect market for mobile adoption. We are very excited to work with To Go Stores and bring mobile payments and digital offers to customers in the Caribbean," said Donald Frieden, President and CEO of P97 Networks.