



UAE: Microsoft and ENOC design service station of the future

Global software company partners with UAE retailer to develop a site powered by artificial intelligence.

ENOC Group, a leading fuel retailer from United Arab Emirates, is partnering with Microsoft to design and develop a service station powered by artificial intelligence (AI) – the ‘service station of the future.’

The memorandum of understanding was signed by Zaid Alqufaidi, managing director, Enoc Retail and Sayed Hashish, regional general manager, Microsoft Gulf.

The Service Station of the Future concept centres on the digital transformation of the forecourt. By linking ENOC services with mobile apps and leveraging artificial intelligence, customers enjoy a personalised experience that includes directing them to less busy stations on their routes and reducing their waiting time at the pump. ENOC will select a single service station to serve as a pilot.

“Dubai has witnessed transformational growth over the past years, largely driven by the emirate’s ability to adopt innovative technology solutions to spur its development,” said His Excellency Saif Humaid Al Falasi, Group CEO, ENOC.

Advanced machine-learning and AI technologies will use CCTV camera feeds, and data of all types, to manage the queuing and wait times in the forecourt, improve the availability of services and assets, and bring relevant marketing and advertising context to all customers – allowing them to avail the right products at the right time. Safety is a key focus as well as the solution helps detect hazards such as smoke, fire and seemingly abandoned vehicles.

“As we move forward with ENOC on the Service Station of the Future programme, we have the opportunity to redefine the fuel retail experience, establishing ENOC stations not just as efficient service centres, but as enticing destinations for the whole family,” said Sayed Hashish, Regional General Manager, Microsoft Gulf.

ENOC Group is wholly owned by the Government of Dubai, and began operations in 1993. The Group manages and operates 122 ENOC and EPPCO service stations across the United Arab Emirates.