

TOP 5 TECH TRENDS FOR PETROL RETAILERS

With Practical Tips to Leverage Them

1

THE LEGACY BURDEN

Trend: Retailers spend 58% of their IT budget to maintain legacy systems. WANs account for 63% of network spending (*Gartner*).

Tip: Limit spending on WAN fixes. Instead, invest in strategic IT—such as virtualization, cloud-based systems, and software-defined networks.



2

GROWING RISK AT THE PUMP

Trend: Skimming fraud and fleet card fraud at gas pumps have skyrocketed (*Verizon Data Breach Investigations Report*).

Tip: To prevent fraud, adopt chip card technology, secure payment at the pump, and leading-edge security protocols throughout your entire network.



3

LOYALTY...PLUS

Trend: As consumer trips to c-stores have dropped 28% since 2014, customer retention has become even more critical (*NACS State of the Industry Report*).

Tip: Reward customers with tiered loyalty programs and highly personalized offerings (supported by sophisticated data analysis).



4

MASSIVE MOBILITY

Trend: Mobile retail payments are projected to grow from \$180 billion in 2016 to \$410 billion by 2020 (*Javelin Strategy and Research*).

Tip: Utilize secure software-defined networks that support both terminal-based card payments and mobile-based payment apps.



5

IOT ANYWHERE AND EVERYWHERE

Trend: From gas pumps to refrigerators and self-service kiosks, businesses are on pace to deploy over 3 billion connected "things" (*Gartner*).

Tip: Add interconnected, interactive devices that truly differentiate your in-store experience and attract tech-savvy consumers.



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