

TOP 5 TECH TRENDS FOR PETRO RETAILERS

With Pro 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).



Pro 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).



Pro 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).



Pro Tip:

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

4 Massive Mobility

Trend: Global in-store mobile payments are projected to grow from \$1.15 trillion in 2019 to \$3.08 trillion by 2024 (Merchant Savvy).



Pro 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 41 billion connected devices by 2027 (Business Insider).



Pro Tip:

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

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