



**EXC!TE**  
**ENG▲GE**  
**RET▲IN**  
**RETUR▲N**

**Torex™ Petroleum & Convenience POS** is the easy-to-deploy, adaptable technology solution that seamlessly integrates retail store operations so you can always deliver compelling shopping experiences to your customers.

#### The challenge

Many petrol and convenience chain operators have responded to low fuel margins by diversifying their offerings. Introducing general retail as well as food service in the form of coffee bars and/or hot-food snack stations has become the norm.

Meanwhile, today's consumer expects a retail experience that meets their schedule. For example, a busy mother makes one stop on the way home from work to buy toiletries, fuel and a car wash – all in the same transaction. The demand for 24-hour fuel sales has led to higher labour costs, which retailers have tried to combat by integrating outdoor payment terminals (OPTs) along with card readers in pump devices.

Can your existing systems handle your business's expanded product range and interface with OPTs? If not, you could be missing opportunities to please your customers — and falling behind your competition.

#### Define customer experience with Torex Petroleum & Convenience POS

Torex Petroleum & Convenience POS (formerly Torex LUCAS POS for Petrol) enables you to rapidly develop and deploy the strategic technologies that help you deliver superior sales and service. Our solution seamlessly integrates POS retail applications, petrol pumps, business systems and databases across your entire organisation. As a result, your enterprise – even when it spans multiple continents – operates as one agile, fully networked value chain.

Adapt to the rapid advances in retail technology and outpace the competition with the powerful capabilities delivered by Torex Petroleum & Convenience POS, including:

- Next-generation POS systems such as mobile devices and kiosks
- Contact-less payments
- Advanced security controls
- Enterprise- and store-wide reporting of sales and stock

- International and multilingual support for taxes, currencies and compliance
- Rapid stock replenishment when used in conjunction with Torex Petroleum and Convenience Back Office solutions

With Torex Petroleum & Convenience POS, you can focus less on technology and more on your core retail operations: merchandising, marketing and pleasing your customers. It's no wonder our solution is rapidly becoming the industry standard.

### The solution

Torex Petroleum & Convenience POS is deployed in 29 countries and 16 languages. Combining innovative retail applications into one flexible, scalable and feature-rich platform, Torex Petroleum & Convenience POS is designed specifically to meet the needs of petrol and convenience stores. And like all our solutions, it is backed by over 20 years of Torex retail and technology expertise.

#### The complete retail management platform

Torex Petroleum & Convenience POS includes all the core capabilities needed for controlling POS and back-office operations. Out of the box, it provides powerful, comprehensive functionality, so you'll never have to write thousands of lines of custom code to launch a new location or introduce technology innovations at your existing stores.

#### Open technology

Torex Petroleum & Convenience POS is designed with open databases, industry-compliant standards and the principles of Service Oriented Architecture (SOA). It features built-in protocol converters to enhance integration with a wide range of industry-standard operating systems, databases, application servers and middleware. As a result, you can continue to enjoy the benefits of your current business systems without an expensive, wholesale change to your infrastructure.

Because the platform is developed with Java, our solution operates system- and hardware-independent to enable quicker deployment and simpler maintenance. Java's modular, object-oriented programming (OOP) model lets you rapidly develop applications and re-use existing code.

#### Flexibility and scalability

Torex Petroleum & Convenience POS is highly configurable, so you can easily adapt it to your company's IT environment without painful customisation efforts. You can also tailor your core applications to suit your particular processes and requirements within the central store management system (SMS) module interface.

Our solution's scalability, meanwhile, means it is equally at home at a twin-till petrol station or a larger more complex petrol-convenience operation.

#### Data redundancy and resilience

The use of multi-controller International Forecourts Standards Forum (IFSF) architecture to manage dispensers, price pole signs and tank gauges ensures "no single point of failure."

#### The next generation of POS

Torex Petroleum & Convenience POS includes a variety of flexible, user-friendly POS options. You can choose the right one for your organisation or for individual stores, departments or employees.

#### Intuitive interfaces

Little to no instruction is required with our POS systems, which bring temporary employees up to speed quickly and save training costs. Additionally, you can configure POS applications that emulate traditional and familiar touch-screen operations.

#### Contact-less payments

On-the-go shoppers want to check out as quickly as possible. When you offer purchasing with smart cards, key fobs and other RFID-enabled devices, you increase buying frequency and customer loyalty.

#### Advanced loss prevention

Protect your inventory, receipts and customers with:

- Alerts that contact you about irregular activities
- Payment Card Industry Data Security Standards (PCI DSS) compliance
- Secure Electronic Funds Transfer (EFT)
- An interface designed to mimic the work style of an auditor or security officer in retail (e.g. in investigating fraud)



#### **International and multilingual support**

Our solution supports a wide range of localisation libraries for the languages, taxes and currencies of numerous nations, including the euro. This helps ensure you maximise receipts and achieve compliance with local and European Union regulations. And since Torex Petroleum & Convenience POS already operates in 29 countries, you can be sure this Torex solution is either ready now or easily adaptable to your market.

#### **New sales opportunities with POS**

The Torex Petroleum & Convenience POS platform enables you to increase revenues at POS with sophisticated application engines that:

- Deliver promotions and extend special offers.
- Provide loyalty bonuses and rewards.
- Sell and reload gift cards.
- Redeem coupons and manage third-party offers.

#### **Back-office productivity**

Success depends not only on the actions of employees and managers on the sales floor, but also on the effective management of people and processes behind the scenes. Torex Petroleum & Convenience POS integrates customer-facing operations with the back office so that the store functions cohesively and productively.

#### **Inventory and supply chain management**

Torex Petroleum & Convenience POS interfaces with market-leading Torex back-office systems to allow replenishment of dwindling stock and identification of items that are not selling to control carrying costs. Comparing sales and returns data with inventory information from the warehouse or local storage, you can create graphs, charts and other visual representations to analyse stock levels. By combining our solution with best-of-breed stock management systems, you can make sure your store is never out of the products that are in demand.

#### **Pricing control**

Setting correct prices is challenging when a product can be sold with accessories, as part of a bundle or as a special offer. When several employees at different locations are involved in the decision-making, mistakes are more likely.

In addition to linking your support staff and processes with POS, our back-office applications provide:

- Real-time sales and transaction auditing
- A standard reporting suite
- Cash and receipts management
- Interfaces with payroll, workforce and other store business systems

#### **Regular software updates**

The Torex Petroleum & Convenience POS messaging system's software distribution includes feedback to the initiator about success, stall or roll-back for reliable and controllable updates.

#### **Achieve results now**

Deploying Torex Petroleum & Convenience POS for upgrades your core retail operation's capabilities quickly and efficiently. One large retail customer, for example, successfully rolled out Torex Petroleum & Convenience POS to 350 stores in less than three months.

The modular design of Torex Petroleum & Convenience POS for petrol simplifies maintenance and development to lower your total cost of ownership. When you implement our solution, we're confident you'll also realise:

- Greater returns on investment from your existing business systems
- Increased enterprise-wide efficiencies from standardised processes and systems
- Reduced technology costs with web-based information delivery
- More sales from POS promotions and loyalty programs
- Healthier margins from sales of more premium products
- Lower inventory-carrying expenses with more effective supply management
- New revenue generation through web and in-store synergies
- Greater customer satisfaction

**To learn more about Torex Petroleum & Convenience POS, please visit [www.torex.com](http://www.torex.com).**

**Global Headquarters**

Houghton Hall  
Business Park  
Houghton Regis  
Dunstable LU5 5YG  
T: +44 (0)1582 869600  
F: +44 (0)1582 869601

**Torex Americas**

Two Trans Am Plaza Drive  
Suite 160  
Oakbrook Terrace, IL 60181  
T: 630 376 0820  
F: 630 376 1240

**Asia-Pacific Headquarters**

1 International Business  
Park, The Synergy,  
Podium Block – #02-01D  
Singapore – 609917  
T: +65 6563-5852  
F: +65 6563-0907

© Torex Retail Holdings Limited 2008. All rights reserved. Torex and other Torex trademarked names or brands are trademarks or registered trademarks of Torex Retail Holdings Limited and/or its subsidiaries in the United States and/or other countries. All other trademarks mentioned herein are recognised as trademarks of their respective owners.

**About Torex**

Torex has 20 years of experience working in partnership with the world's most forward-thinking retail, hospitality, and petroleum and convenience brands to excite, engage and retain their customers. Over 7,000 customers worldwide depend on our best-in-class business and technology solutions and knowledgeable industry experts to help them identify, define and deliver a more personal and qualitative experience for each customer, and to maximise profitability, increase return on investment and achieve competitive advantage.

[www.torex.com](http://www.torex.com)

TXDS\_PCENEA4\_1008

**Torex**<sup>™</sup>  
Defining customer experience