DOVER
FUELING SOLUTIONS®

An Immersive Digital Consumer Experience – Right at the Dispenser

DX Promote™

Wayne FUELING SYSTEMS   OPW FUEL MANAGEMENT SYSTEMS   ClearView   AvaLAN NETWORKS

TOKHEIM   ProGauge   fairbanks   LIQAL YOUR NEXT STATION

CONSUMER EXPERIENCE

- Dispensers & Payment
- Consumer Experience
- Connectivity
- Retail Systems & Pricing
- Fleet Solutions
- Site Efficiency
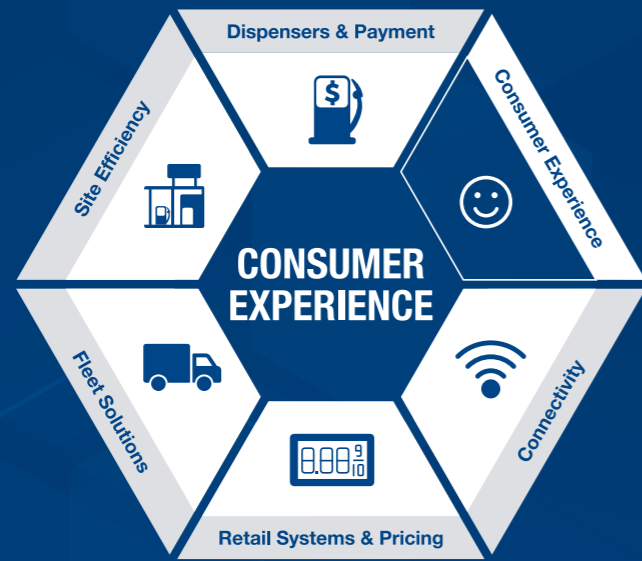
An Immersive Digital Experience During Fueling

Most fuel dispensers in today's market have limited ability to display any kind of digital media. With low resolution screens and a small number of available options, retailers struggle to get content out to consumers in an engaging way, typically being constrained to static signage and messaging that is difficult and time consuming to update.

Welcome to DX Promote, which turns each of your fuel dispensers into an automated selling machine. DX Promote is a brand new, rich content management platform that gives you the ability to drive customized, targeted promotional strategies and enhance the customer experience, right where you need it the most – at the fuel dispenser.

DX Promote makes it simple to upload and change the promotional and media content that the end-user sees at every stage of the fueling process. Whether you want to boost convenience store purchases, upsell high-octane fuel or car washes, or simply provide entertaining content on demand, DX Promote can enhance consumer engagement and loyalty to your stores while increasing your overall per-visit revenue and profit.
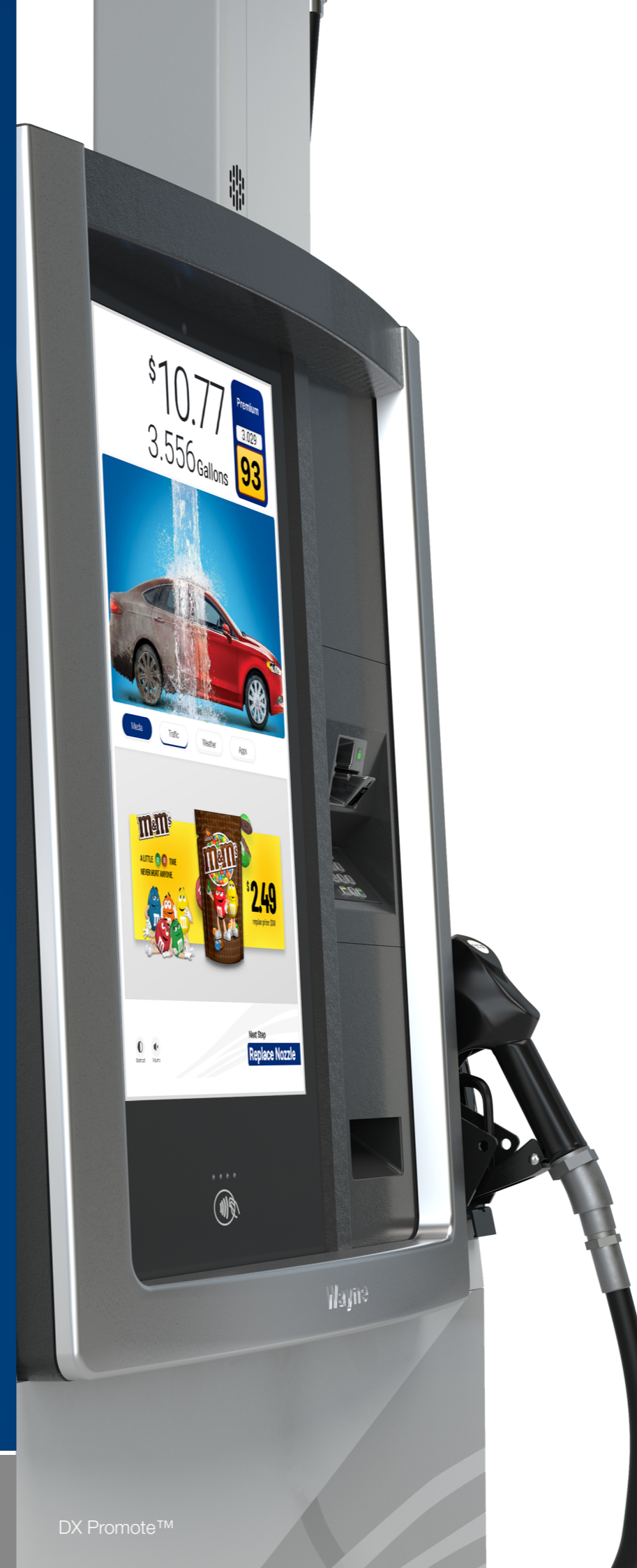
It's Time to Invest in Your Future

Boost Sales and Profit Margins

- Maximize overall promotional reach with the ability to run more than one promotion during a fueling process
- More effectively target different consumers with an easy-to-use dayparting scheduling that allows you to choose which promotions you want and when
- Take advantage of "event-driven" advertising: choose targeted media for different stages of the customer's refueling process
- Increase revenue by upselling services and running educational messages about the value of premium fuels

Drive Customized, Targeted Advertising Strategies

- Display promotions, fuel and car wash details, customer messages and more
- Streamline content management across multiple fueling stations or sites with a straightforward cloud delivery process
- Update information quickly with an intuitive web portal interface
- Create playlists for every stage of the refueling process, then change or update them whenever you need

Enhance Customer Experience and Loyalty

- Display all of the information consumers need on a single screen, from gas choices and payments to media content
- Engage end-users with the content they want and expect, including relevant promotions and entertainment
- Differentiate your forecourt by promoting your brand products or services or by supporting your local community with public service announcements
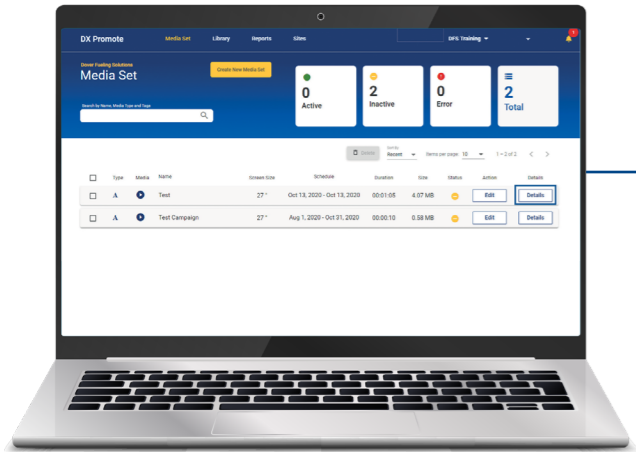
Dashboard View

A quick view of what media playlists you have running on your forecourt(s). You can easily see and manage your media for a single site or for hundreds of sites from a common dashboard.
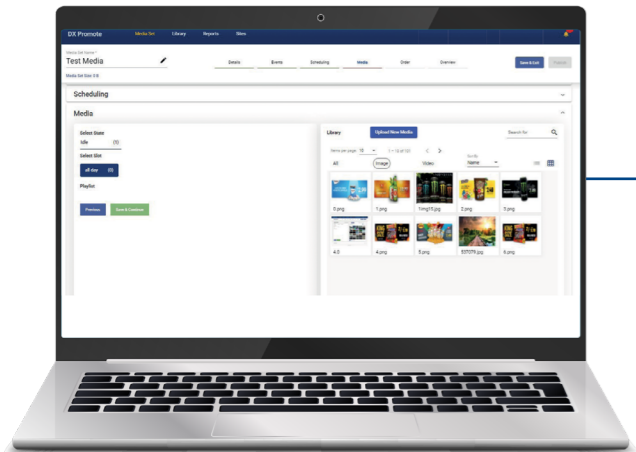
Content Management

Easily upload and manage your media content from the convenience of your office or home. The ability to use images, videos, or both for your promotional advertisements is available.
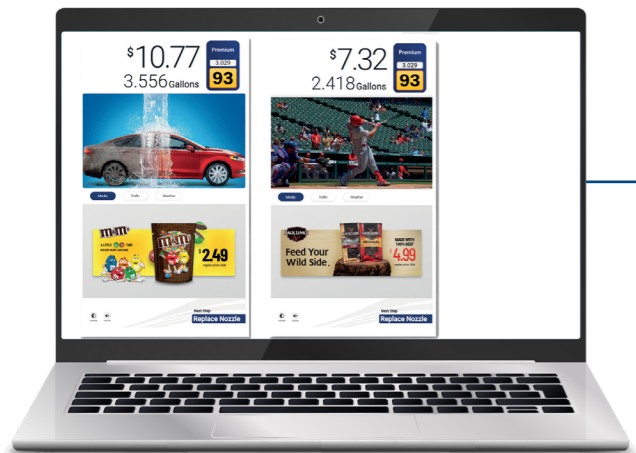
Enhanced Customer Experience

Delight and engage your customers by promoting and informing them of relevant advertising, notices and entertainment. Additionally, educate your customers on your advanced fuels and loyalty programs and also integrate promoting the benefits of utilizing your loyalty programs.

The Features that Make it Possible

Dayparting Schedules

Increase customer engagement through a relevant and fully immersive digital experience at the pump.

Grouping Sites

Facilitates efficient content delivery for high scale operations.

Trigger Options

Give you the capability to push more than one content piece within the same fueling transaction.

Streamlined, Easy-To-Use Content Management Portal

Offers improved efficiency in uploading and managing content delivery.

Frequent Content Delivery and Content Refreshes

Maximize consumer engagement.

Reliable Content Delivery

Means that content continues to play on the dispenser even during loss of connectivity.

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DFS and Microsoft: Driving Digital Transformation

Many fuel stations and retailers have wanted ways to engage more personally with the customers who drive onto their forecourt. DFS, using Windows 10 IoT Enterprise, Microsoft Azure IoT Hub, and Azure Stream Analytics, delivers personalized customer experiences right at the dispenser. That turns a routine errand into an opportunity to build loyalty. DFS also increases customer satisfaction and decreases retailer costs through dispenser, tank and overall site asset monitoring and management allowing operators to fix small issues before they become costly repair problems. All of this is made possible on DFS DX – a connected solutions platform that harnesses cloud, IoT and advanced analytics to deliver intelligent fueling and retail solutions and services - and it's all powered by Microsoft Azure.

DFS DX™ Connected Solutions Platform

DX Promote is just one of the solutions in the DFS DX connected solutions platform. DFS DX delivers operational cost reductions, increased sales and an enhanced customer experience through a combination of intelligent fueling and retail solutions. DFS DX is the industry's first open, global, and common cloud platform that harnesses advanced analytics and IoT and to deliver five core innovative solutions focused on customer experience and asset optimization.

Drive Increased Sales Revenue

Many locations operate retail, car wash, or other related businesses, and these can be vital for your bottom line. Promote products and services at the dispenser to drive in-store foot traffic and sales, increase customer loyalty, and deliver an enjoyable customer experience.

Maximize Site Assets and Operational Efficiency with IoT

From the tank to the payment module, the operational efficiency of your entire retail station has a direct impact on your bottom line. The DFS DX connected solutions platform helps you streamline operations and optimize site assets.

## Increase Safety and Security with the DFS DX Platform

When it comes to fuel stations, compliance and security are critical. Powered by Microsoft Azure, the software applications that comprise the DFS DX connected solutions platform use intelligent edge to provide ongoing updates on the state of your devices. The solution suite uses Azure Stream Analytics to expedite data creation and alert you to potential issues.
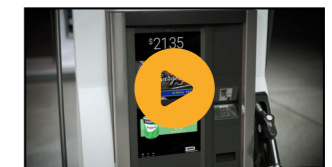

DFS DX™
Digital transformation for the fueling industry

DX Wetstock™
Real-time precise fuel loss identification and notification
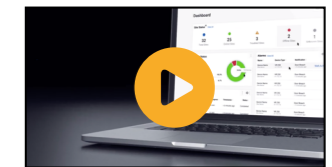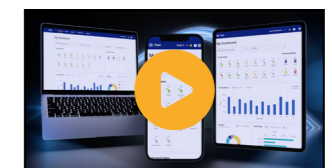
DX Monitor™
Proactive fuel dispenser uptime and security monitoring and management

DX Promote™
Drive targeted consumer advertising at the fuel dispenser

DX Retail™
Centrally deploy and manage point of sale solutions

DX Fleet™
Manage and monitor your fleet fueling enterprise from a single interface