PetroZone™ Retail Fuels Module for Microsoft Dynamics AX 2012™

Built for Convenience Stores and Retail Fuel Merchants

Secure
Cloud-Based
Future-Ready

Hosted and managed solution at a low monthly cost that includes hardware, software, support, and upgrades
Fueling Long Term Value

**Intuitive User Interface**
The P97 Retail Fuels Module, built on Dynamics AX 2012™, has a touch-screen with an intuitive user interface based upon familiar Microsoft Windows technology that reduces training time and costs, enables self-serve help, and allows for faster check-out and more timely service of your busy customers.

**Flexible Device Management**
The POS is delivered with a standard set of hardware components but is built to work with a variety of interchangeable and mobile devices. This gives oil companies and fuel marketers the options to operate with a device and peripheral configuration that meets their unique needs.

**Security and Data Transport**
A fully integrated system based on industry standards that runs Microsoft Dynamics technology and leverages Conexxus (Conexxus.org) and IFSF “standards-based” interfaces with existing fuel dispensers, payment networks, and loyalty hosts.

**Back Office Enablement**
Powerful ERP system becomes the pulse of your business. System upgrade options for BO management functions and/or integration to your existing systems, including purchasing, receiving, payments, inventory, accounting, HR, planning, and business intelligence.

**PCI Compliant/EMV Ready**
The POS is Payment Card Industry (PCI) compliant today, and utilizes EMV smartcards for more secure payments. These compliance measures allow you to process payments and ensure the security and global interoperability of chip-based payment cards into the future.

**Remote Monitoring and Support**
POS business cloud services are continually monitored and managed while enhancements, fixes, and upgrades are made without disruption to your business via upgrades and patch management lowering the price of IT support. Remote monitoring also reduces truck rolls and site visits.

**Cost Effective**
Monthly subscription-based pricing is less expensive to acquire and own over the life of the POS. System is EMV and PCI compliant and includes valuable hardware and software upgrades as part of the monthly service fee.
Announcing the only cloud-based, device-independent Point-of-Sale (POS) and fuels retailing solution that enables you to deliver the modern buying experience that your customers expect while providing your employees the tools they need to run an effective business.

The P97 Retail Fuels Module, built on Dynamics AX, reduces the cost of acquisition and ownership while simplifying support and upgrades.

Powered by Microsoft Dynamics

PetroZone™ Retail Fuels Module (RFM) extends Dynamics AX to work in the retail fuels and convenience stores industry, including car washes and Quick Service Restaurants (QSR). The RFM provides a configurable user interface for the Point of Sale system (POS) combined with open application protocol interfaces (APIs) to provide usability, as well as connectivity, to required business systems. Once integrated, PetroZone™ RFM allows you the ability to manage everything from forecourt control, to electronic payments, to digital offers, payment and digital offer settlements, as well as mobile enablement.

Download Microsoft Retail Fuels and Marketing Reference Architecture PDF
PetroZone™ Retail Fuels Module
Enabling Dynamics AX for the convenience store and retail fueling industry

Key Features

• Purchase of fuel and in-store products via Microsoft Dynamics AX or integrated mobile apps
• Live network connection from store complex to internet to execute remote functions (e.g., payment network approvals)
• Industry compliance (e.g. Conexxus, IFSF standards)
• Decoupling of the Point of Sale and Electronic Payment services
• POS to FDC integration
• Wet Stock Management
• Weights and Measures
• Split Tender, Pre-Pay, Post-Pay, and Full Serve
• Integrated for relevant digital offers and location-based marketing campaigns
• Tender steering and alternative payments
• Communications between components is publish/subscribe
• Integration capability to Oil Company proprietary interfaces
• Integration to accept proprietary cards, fleet cards and branded credit cards
• Integration to accept loyalty cards including use of mobile wallets with your loyalty provider
• Enablement of retail fuel workflows (e.g. price rollbacks, split tenders)
• Enablement of retail fuel marketing campaigns (e.g. digital offers/coupons)
• Integration with P97 Networks’ PetroZone™ mobile commerce and behavioral marketing platform

P97 Networks is committed to the long-term success of its products and services with a focus on four future-ready areas

**Mobile**
Allowing fast and seamless mobile options for customers.

**Social**
Behavior-based marketing and connecting users across social networks.

**Cloud**
Low total cost of ownership and easily upgraded with cloud sustainability.

**Big Data**
Connect to back-end ERP systems for advanced analytics and BI.
Going Mobile to Improve the Customer Experience

Introducing the PetroZone™ Mobile Commerce App
The Smart Way To Buy Gas

The PetroZone™ Mobile Commerce App goes beyond the act of making a mobile payment - it’s the complete customer experience. Find a station, buy gas, and earn reward points that can be redeemed in-store.

For more information watch a quick video at PetroZone.com

Download it today on iTunes, Google Play & Windows Stores or participating retail fuel merchants’ web sites

Fueling Mobile Commerce

Find Gas
Quickly find fueling locations and lowest price or search based on preferences

Buy Gas
Simplify your purchase experience with a flexible, trusted mobile payment platform

Earn Rewards
Unlock rewards programs and digital coupons at your favorite locations
Stay ahead of the curve. 
Streamline operations. 
Grow your business.

PetroZone™ Powered by Dynamics AX 
RFM Solution Includes

POS Modules & Integration
- Electronic Payment Server (EPS)
- Back Office PC (BO)
- Forecourt Device Controller (FDC)
- Loyalty Host (LH)
- Mobile Commerce (MC)

Services
- Hosted and Managed Solutions
- Telephone Support
- Extended Hardware Warranty
- Digital Offers
- Campaign Management

Peripherals & Network
- Cash Drawer
- Scanner
- Receipt Printer
- PIN Pad (w/injected keys)
- Router and Firewalls

Contact us to find out more or for a product demo visit PetroZone.com

Global Integrated Software Partner Agreement (GISV) - Dynamics AX
TAP 3+ Development Partner - AX
BizSpark Plus Partner Agreement - Azure
Emerging Business Partner Program
Intelligent Systems Competency - Windows Embedded

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