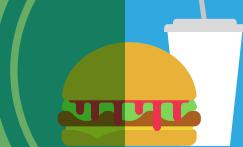


# NCR OPTIC FOR PETROLEUM & CONVENIENCE RETAIL

PUMP UP C-STORE REVENUES  
WITH FORECOURT ENGAGEMENT  
SOLUTIONS



## FINDING FOOTING IN A SHIFTING LANDSCAPE

The petroleum and convenience industry is faced with myriad of changes and challenges. Many retailers struggle with pressures on profit margins, expanded consumer demands, and keeping pace with complex regulatory and operational environments.

## GAS-ONLY CONSUMERS

With today's razor-thin fuel margins, c-store owners are looking for ways to drive gas-only consumers (currently 70% of all c-store consumers) into the store to purchase higher-margin items. As more consumers buy meals from non-traditional places, many c-stores are not equipped to successfully compete for "share of stomach" in a crowded landscape.

## FRAUDSTERS LURKING FOR VULNERABILITIES

Wide adoption of EMV compliance throughout most of retail has only highlighted fuel pumps as easy targets for skimmers. Losses due to skimming are estimated at \$400 million annually.

## FUEL FOR THE FUTURE

Providing payment flexibility is key to meeting growing consumer expectations. Not only that, adopting EMV-compliant solutions ahead of the liability shift is critical to avoiding staggering fees.

# NCR OPTIC REDEFINES THE C-STORE EXPERIENCE

NCR OPTIC flows new life into the c-store model, by allowing consumers to begin their in-store shopping journey while fueling. OPTIC offers cutting-edge payment technology at the pump integrated with the marketing solutions retailers need to drive in-store revenue.



## FUELING UPSSELLS

NCR OPTIC helps convert gas-only consumers in the forecourt, enticing them into the store for food, beverages, and sundries. Offer foodservice items directly from the pump and conveniently repeat customized orders saved from their purchase history, increasing revenues for your stores.

## THE FUTURE OF PAYMENTS

At the pump, the average compromised card reader skims 30-100 cards per day. The EMV-compliant technology within NCR OPTIC protects both your consumers and your business from fraud at the pump. Consumers can take advantage of a wide variety of payment methods while you reduce the risk of chargebacks and prepare for emerging forms of payment.





## AT ATTENTION, AT THE PUMP

Capture and hold consumers' attention at the pump with one swipe of their loyalty cards. NCR OPTIC enables you to create individualized, interactive experiences that increase engagement and promote your brand.

## DELIVER FULL-TAILORED CONTENT

Make the most of your consumer's fueling time by delivering the content that means the most to your business. From time-sensitive offers, to add-on items, to weather updates, and more -- you control 100% of what consumers see.



## A 360° APPROACH TO INTEGRATION

Create converged experiences for your consumers and boost your business by reducing operational inefficiencies. With easy integration to foodservice, loyalty, point-of-sale, and other systems within your IT ecosystem, The open platform for NCR OPTIC provides superior flexibility.



# NCR OPTIC: MAKING THE FORECOURT WORK HARDER AND SMARTER

Get the most out of the forecourt with the all-in-one solution for outdoor fuel retailing. NCR helps you do it all – drive in-store purchases, increase loyalty through personalized custom content, prepare for the requirements of EMV and new payment adoption.

## THE PARTNER TO HELP YOUR BUSINESS GO FULL THROTTLE

NCR helps you leverage the outdoor payment terminal like never before:

- Maximize the lifespan of your existing dispensers with NCR's retrofit kits and proven experience in updating sites
- Deliver superior consumer experiences with an engaging touchscreen interface and content that you fully own and control
- Lower total cost of ownership with simplified, self-contained components that enable self-service installation and maintenance



As you explore new ways to reimagine the c-store experience, the NCR team brings rich retail heritage and domain expertise to support you end-to-end.

## WHY NCR?

NCR Corporation (NYSE: NCR) is a leader in omni-channel solutions, turning everyday interactions with businesses into exceptional experiences. With its software, hardware, and portfolio of services, NCR enables nearly 700 million transactions daily across retail, financial, travel, hospitality, telecom and technology, and small business. NCR solutions run the everyday transactions that make your life easier.

NCR is headquartered in Atlanta, Ga. with over 30,000 employees and does business in 180 countries. NCR is a trademark of NCR Corporation in the United States and other countries.

For more information, visit us at [www.ncr.com/retail](http://www.ncr.com/retail).