

**DOVER**<sup>®</sup>  
FUELING SOLUTIONS

DFS DX PROMOTE™

The background of the left half of the page is an abstract, high-tech image. It features a dense field of blue and white particles, resembling a molecular structure or a data visualization. A prominent, glowing diamond shape is visible in the lower right quadrant of this section. The overall color palette is dominated by various shades of blue, from deep navy to bright cyan, with white highlights.

**DX**

**PROMOTE**

# An immersive digital experience throughout the fueling process

## Did you know...



**of people use a media-enabled fuel dispenser to watch or listen during fueling?**



**is the monthly spend in c-stores?**



**consumers purchase a snack from a c-store every day?**

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 customers in an engaging way, typically being constrained to static signage and messaging that is difficult and time consuming to update.

That's where **DX Promote™** comes in...

DX Promote is a brand-new way to reach customers, providing a rich content management platform that enables retail fueling stations to offer their customers an immersive and fully-integrated digital experience on industry-leading, 27-inch, high-definition media screens at the fuel dispenser. DX Promote makes it simple to upload and change the promotional and media content that your customers see 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 your customer's engagement and loyalty to your stores while increasing your overall per-visit revenue and profit.



1



**Drive customized,  
targeted promotional  
strategies**

2



**Boost sales and  
profit margins**

3



**Enhance customer  
experience and loyalty**

## Drive customized, targeted strategies



Display promotions, fuel and carwash details, customer messages and more on the industry's largest, highest resolution screen

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.

## Boost sales and profit margins



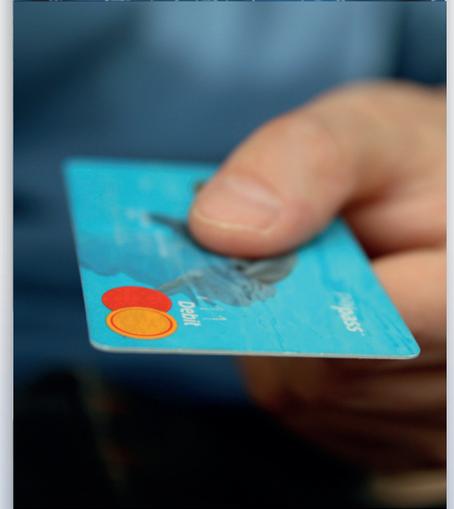
Maximize overall promotional reach with the ability to run more than one promotion during a fueling process

More effectively target different customers 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 and different stages of the customer's refueling process

Increase revenue by upselling services and running educational messages about the value of premium fuels.

## Enhance customer experience and loyalty



Display all the information customers need on a single screen, from gas choices and payments to media content

Make customers feel more welcome with greetings and a follow-up thank you message

Easily promote and integrate loyalty programs for more seamless consumer interactions

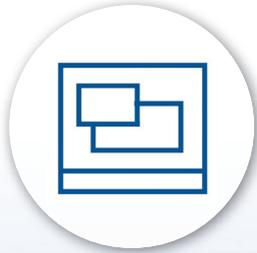
Engage customers with the content they want and expect, including relevant promotions and entertainment.



# DX Promote and Microsoft Azure: driving digital transformation



**Productivity**



**Scalability**



**Notifications  
and Alerts**



**Data and  
Intelligence**



**Security and  
Management**

In many ways, gas dispensers are still analogue devices, but they are confidently being brought into the 21st century. With dispenser design and manufacture progressing at a fast pace, retailers are now becoming able to make use of media options that were previously unavailable to them, in order to drive footfall to store and increase profitability.

## **DX Promote runs on Microsoft Azure.**

Customers can be more productive because the hassle of managing promotional content - when the solutions exist - is far more streamlined and user-friendly through the use of this platform. DX Promote can be scaled with ease; it's as simple to run content for hundreds of sites as it is for one. And of course, fuel stations get the application innovation, data and intelligence, and security and management they have come to expect from Azure solutions.



\$17.80  
5.878 Gallons

Outdoor  
payment  
fraud is on  
the rise

Diesel	Regular	Plus	Premium
2.929 <small>\$ PRICE PER GALLON ALL TAXES INCLUDED</small>	2.579 <small>\$ PRICE PER GALLON ALL TAXES INCLUDED</small>	2.729 <small>\$ PRICE PER GALLON ALL TAXES INCLUDED</small>	3.029 <small>\$ PRICE PER GALLON ALL TAXES INCLUDED</small>
<b>Diesel</b>	MINIMUM OCTANE RATING (R40/2 METHOD) <b>87</b>	MINIMUM OCTANE RATING (R40/2 METHOD) <b>89</b>	MINIMUM OCTANE RATING (R40/2 METHOD) <b>93</b>



Next Step  
**Insert Card**

\$7.32  
2.418 Gallons

Premium  
3.029  
**93**



Media Traffic Weather Apps

**JACK LINKS**

Feed Your Wild Side.

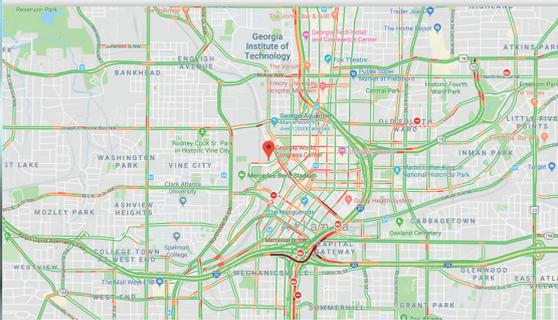
JACK LINKS TENDER ORIGINAL  
MADE WITH 100% BEEF  
**\$4.99**  
regular price: \$5.48



Next Step  
**Replace Nozzle**

\$10.77  
3.556 Gallons

Premium  
3.029  
**93**



Media Traffic Weather Apps

**m&m's**

A LITTLE TIME NEVER HURT ANYONE.

**\$2.49**  
regular price: \$3.00



Next Step  
**Replace Nozzle**

\$26.32  
8.690 Gallons

09:01 AM  
02-13-2020

Smiley face icon

Weather icon 98°  
99° / 55°

Receipt icon

Your Receipt Has Been Sent To You

**JACK LINKS**

Feed Your Wild Side.

JACK LINKS TENDER ORIGINAL  
MADE WITH 100% BEEF  
**\$4.99**  
regular price: \$5.48



**Wayne**  
FUELING SYSTEMS

# The DFS DX Connected Solutions Platform

DX Promote is just one of the solutions in the DFS DX™ solutions suite. DFS DX is a connected 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.

## **DX Wetstock**

Real-time precise fuel loss identification and notification

Coming in 2021

## **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

Coming in 2021

## **DX Fleet**

Manage and monitor your entire fleet from a single interface

Coming in 2021

## Increase safety & security with DFS DX connected solutions

When it comes to fuel stations, compliance and security are critical. Powered by Microsoft Azure, the software applications that comprise the DFS DX solution suite 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.

## Maximize operational efficiency with IoT

From the tank to the payment module, the operational efficiency of your entire station has a direct impact on your bottom line. The DFS DX connected solutions suite helps you streamline operations across nearly every part of your business.

## 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 at the pump and keep customers coming back with a fast, convenient checkout experience.

## Manage your fleet from anywhere

A fleet brings unique challenges that aren't always easily solved with traditional fuel station solutions. That's why DX Fleet helps you track purchases, monitor fuel levels, and optimize operations from fleets and independent fueling stations alike.

# DX PROMOTE