

Mobile Commerce is Ready for Prime Time

July 31, 2015

12:00 Noon Eastern



Agenda

- Introduction/Moderator/Presenter
- Housekeeping
- About Conexus
- Presentation
- Q & A

Moderator/Presenter

- Carl Bayer - Introduction
(cbayer@Conexus.org)
Program Manager
Conexus
- Wesley Burress – Moderator
(Wesley.w.burress@exxonmobil.com)
Americas Business Support Manager
Chairman of Conexus Mobile Working Group
ExxonMobil
- Don Freiden - Presenter
(donald.frieden@p97.com)
President & CEO
Vice Chairman of Conexus Mobile Working Group
P97 Networks, Inc.

2015 Conexus Webinar Schedule*

Month/Date	Webinar Title	Speaker	Company
July	Mobile Commerce	Wesley Burress Don Friedman	ExxonMobil P97
August	Point 2 Point Encryption – P2PE	TBD	
September	Asset Tracking in PCI 3.0	TBD	
October	NACS Show in Las Vegas	No Webinar	No Webinar
November	Open	TBD	
December	Conexus – Year end review	TBD	

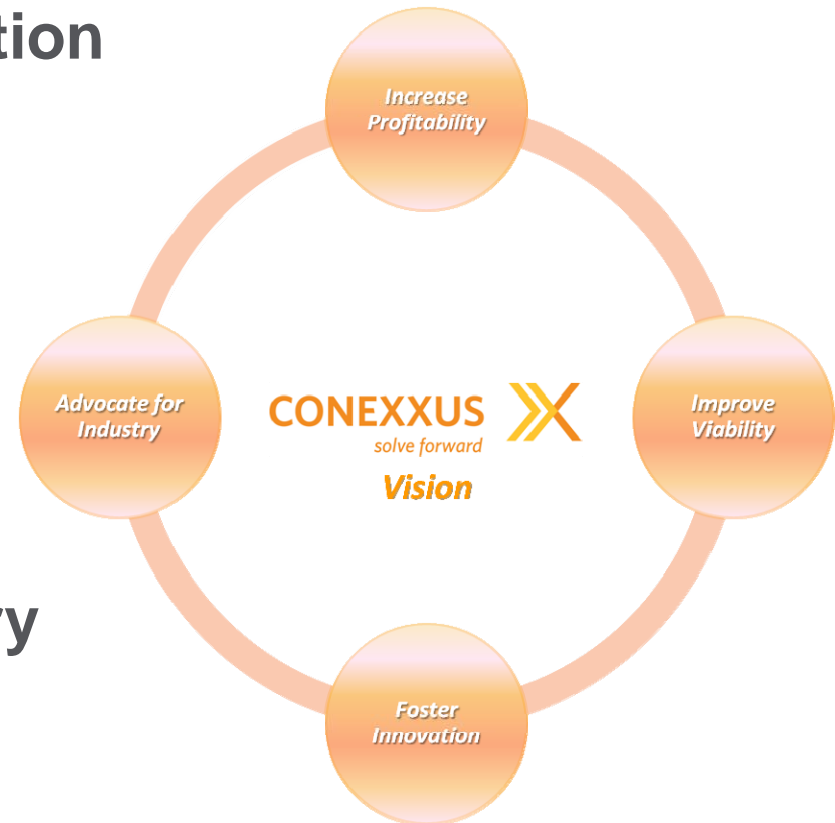
If you have a suggestion for a webinar, please contact Carl Bayer with Conexus at cbayer@conexus.org.



* Update: June 9, 2015

About Conexus

- We are an independent, non-profit, member driven technology organization
- We set standards...
 - Data exchange
 - Security
 - Mobile commerce
- We provide vision
 - Identify emerging tech/trends
- We advocate for our industry
 - Technology is policy



Future Events

The NACS Show
October 11-14, 2015
Las Vegas Convention Center
Las Vegas, Nevada



2016 Conexus Annual Conference
May 1 – 5, 2016
Loews Ventana Canyon Resort
Tucson, Arizona



Mobile Payments--Now That's a Great Idea! How do I get ready?

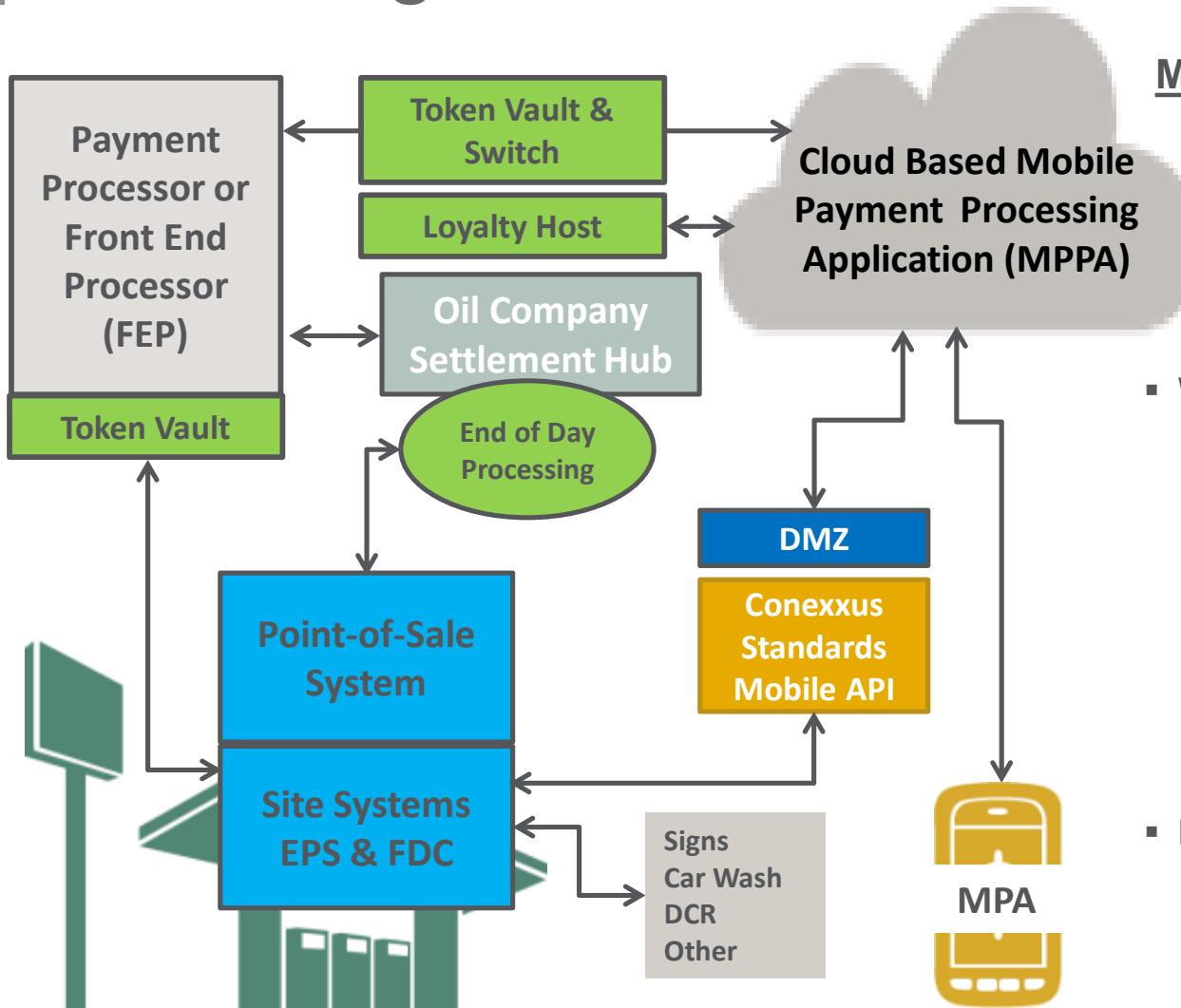


“Good ideas are not adopted automatically – they must be driven into practice with courageous patience” - Admiral Hyman Rickover

Version 1 of the Conexus Mobile Working Group Standard has been released ... what does this mean for me?

- **Reduced complexity and costs** associated with mobile payment deployments across POS/Site Systems vendors that have adopted the new Conexus mobile standards
- **Safe and secure implementation** of mobile pay@pump and in-store mobile payments
- **Lower cost of support and upgrades** as emerging payment technologies and new marketing programs are deployed
- **New opportunities to engage with consumers**, grow your business, and increase margins with mobile payments and loyalty programs

Site Integration with Mobile Specification



Mobile Payment Scope

- Site System registers with MPPA, then Unsolicited message comes from MPPA to POS/Site Systems to initiate Mobile Transaction
- **Workflow**
 - Mobile Payment App (MPA)
 - Prompt for passcode on Mobile Device or pump
 - Reserve pump
 - Authorize and monitor
 - Claim/Pay (transaction details, prepaid amount/max etc.)
- **Benefits**
 - Secure
 - Ubiquitous Site Integration (published interface)
 - Mobile Wallet Agnostic

Getting Ready for Mobile Payments

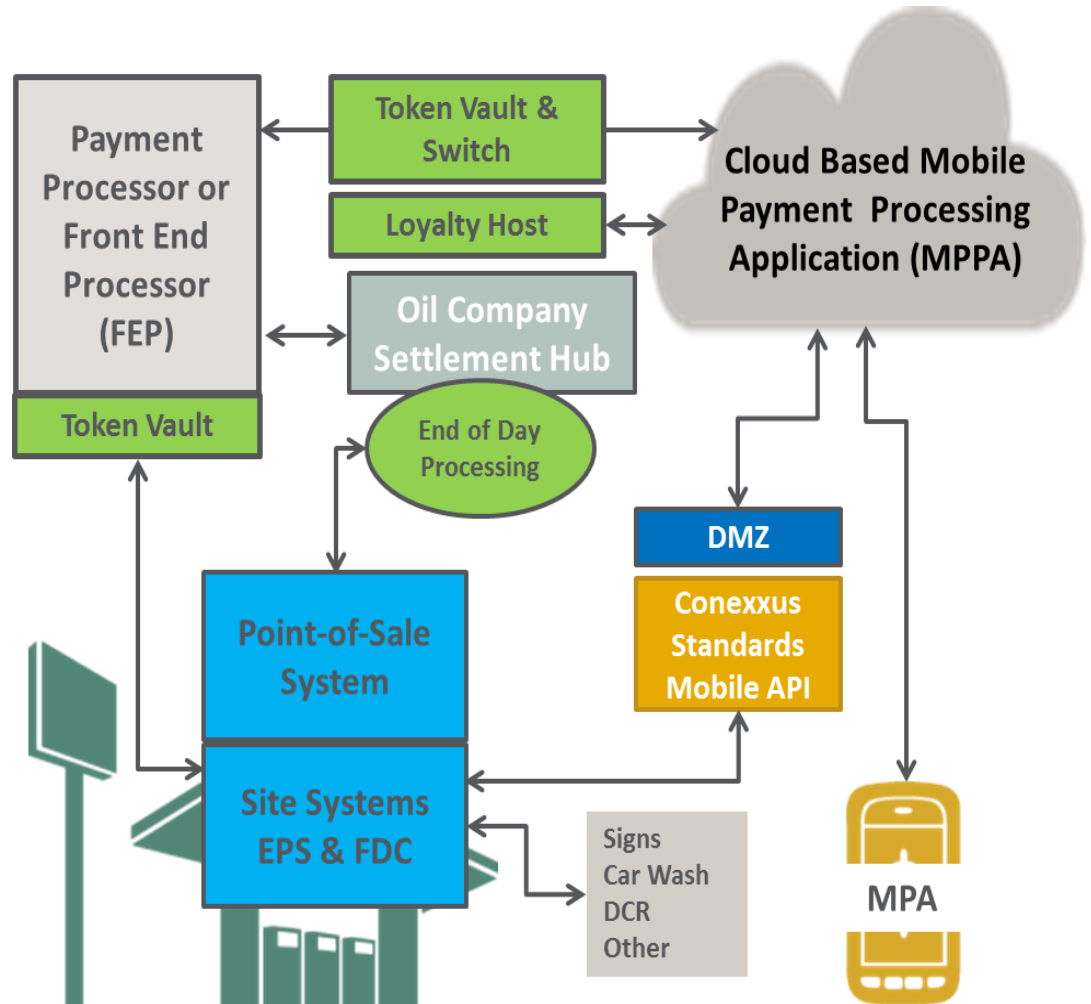
1. **POS and Site System Integration** – confirm your POS vendor is implementing the new Conexus mobile standards and leverage benefits of mobile payments to help off-set the costs of EMV upgrades
2. **Define your Mobile Payment Strategy** – a really valuable mobile app needs to be more about enabling customer loyalty than it is about payments
3. **Partner with your Fuel Brand** – understand and leverage mobile payment programs available from your fuel brand
4. **Select a Mobile Technology Provider** – select a vendor with fuels experience and one you can partner with to execute your mobile commerce strategy
5. **Promote Your Mobile App** – train staff, provide incentives for consumers to download app, and watch your business grow

Mobile Payments and Site Integration

Identity and Multi-Factor Authentication



Digital Wallets and Tokenization



Mobile Commerce Strategy

Inability to Extend Engagements



Low In-Store Sales



No Direct Relationship
with Consumers



Rewards Programs
Are Complex

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Customer Engagement – Use your mobile app to encourage consumers to visit your locations through promotions, digital offers, and reward programs

Conversions – Consumer engagement through your mobile app will set the foundation for converting opportunities into increased sales and margins

Increase Wallet Share and Customer Loyalty – Mobile Commerce provides new opportunities to cost effectively market to your consumers and reward you most loyal customers

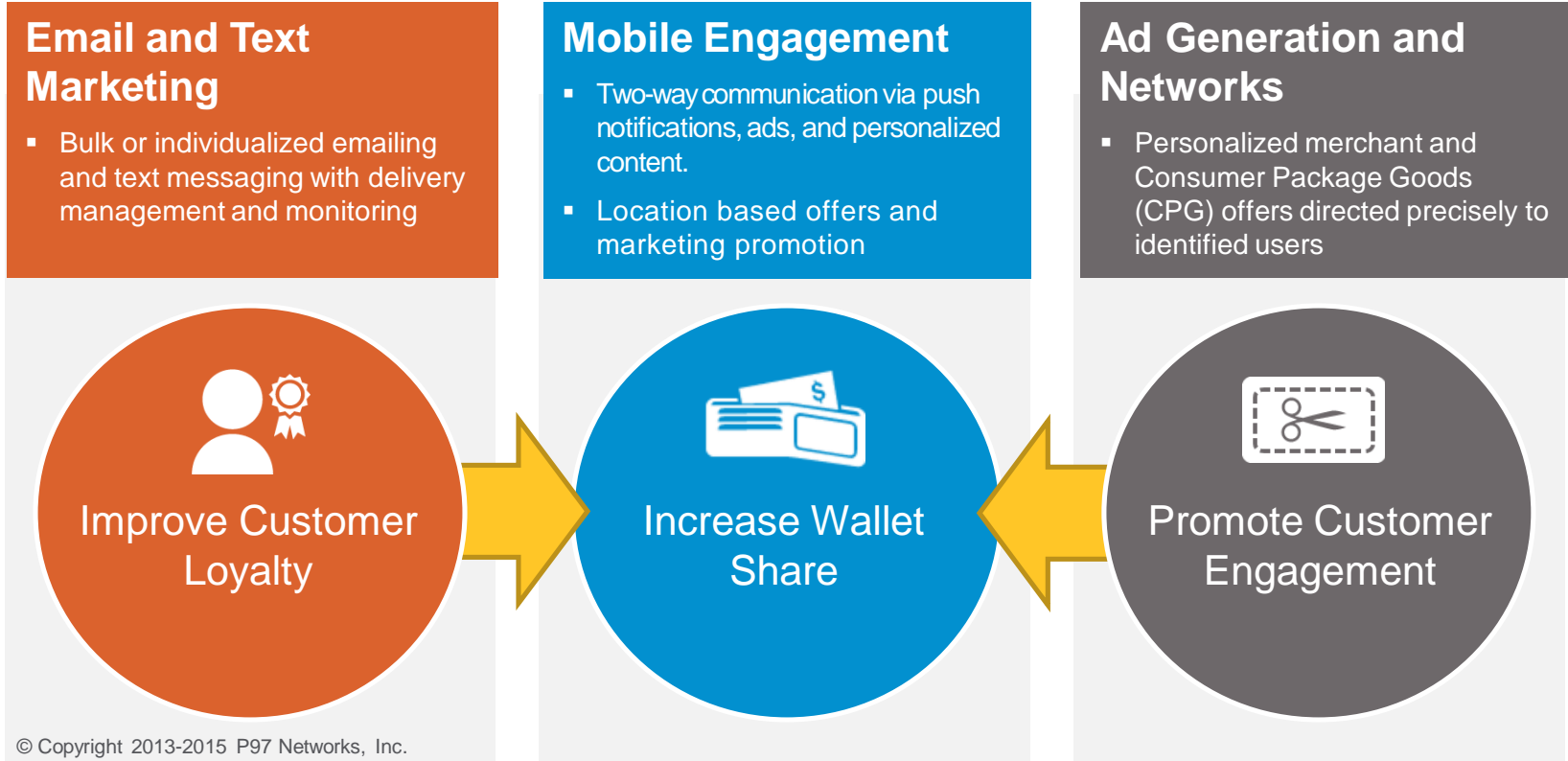
Reduce Costs – Your mobile payment strategy should leverage cost benefits opportunities with new mobile payment interchange rates, digital offers, and settlement

Mobile Commerce Platform Strategy



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Mobile Commerce Enables 360° Digital Marketing



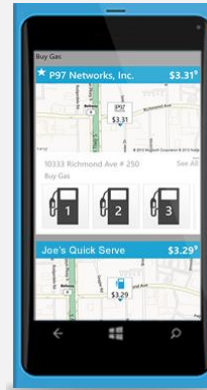
Mobile Apps (Fuel and C-store Brands)

Find Gas



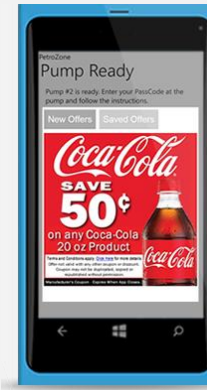
- Station locator
- Provides driving directions, navigation, and fuel price details
- Site details, hours, and services offered

Buy Gas



- Applies loyalty discount and preferred payment method
- More secure than traditional payments
- Alternative payments

Offers & In-store Sales



- Integrated digital offers and/or loyalty rewards
- Offers can be applied at POS
- CPG tracking and settlement

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Conexxus Loyalty Working Group

Rewards Program



- Incentives & loyalty programs can persuade customers to return by offering rewards for repeat business

Redeeming Offers is EASY!

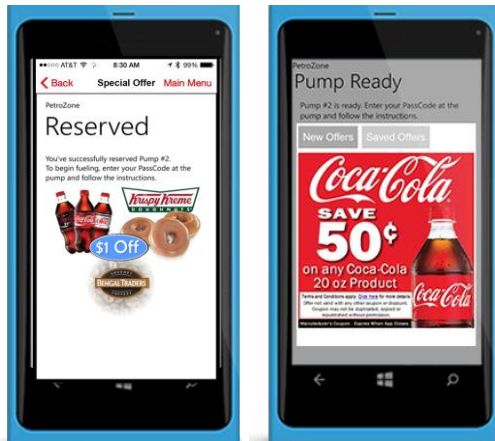


- With integrated POS, Digital Offers are automatically deducted from sales amount at point of purchase

Lower Costs for CPGs



- Target marketing campaigns based on consumer attributes, redemption management, and settlement



- Opt-in for personalized digital offers (eCoupons)
- Offers are managed through marketing portal
- CPG offer management and settlement
- Dynamic and lower cost marketing campaigns
- Big data and analytics enables differentiation

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Thank You

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