

How to Elevate Your Business Through Digital Transformation

Presenter:

Dean Marier

Customer Solutions Director – CSP

Cybera

Agenda

- Housekeeping
- Presenters
- About Conexus
- Presentation
- Q & A

Housekeeping

This webinar is being recorded and will be made available in approximately 7 days.

- YouTube (youtube.com/conexxusonline)
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Slide Deck

- Survey Link – Presentation provided at end

Participants

- Ask questions via webinar interface
- Please, no vendor specific questions
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Presenter

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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



2020 Conexxus Webinar Schedule

Month/Date	Webinar Title	Speaker	Company
January 23, 2020	How to elevate your business through digital transformation	Dean Marier	Cybera
February 2020	SageNet or Conexxus API's?	Scott Cheek	SageNet
March 18, 2020	Data Security Beyond PCI: Securing the Enterprise	Ed Adams Mark Carl Chad Kobayashi Sam Pfanstiel	Security Innovation ControlScan Maverik ControlScan
April 2020	POS Managed Network Service Program		Joint MNSP's
May 2020	Penetration testing	Geoffrey Vaughan	Security Innovation
June 2020	Vulnerability & Patch Management – Retail Operations		POS Vendors
July 2020	PCI DSS 4.0	Troy Leach	PCI SSC

2020 Conexus Annual Conference

April 26 – April 30, 2020
Loews Ventana Canyon
Tucson, AZ



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What is Digital Transformation

- The act of adopting new technologies that solve key business challenges
- An ongoing evolution of technology, rather than a one-time event that happens overnight
- A necessary modernization that can help you compete with much larger retailers and leapfrog similar-size businesses
- A smart investment in your continued business success

What Are the Key Business Benefits?

Digital transformation can lead to a wide range of business advantages:

- **Adapt faster to the latest industry trends**
- **Attract younger, tech-savvy customers with more buying power**
- **Deliver a better overall consumer experience**
- **Develop greater customer loyalty and “stickiness”**
- **Grow revenue with higher-margin products and services**

What factors and trends are driving digital transformation?

New Petrol C-Store Designs Create New Needs

- Moving to open floor plans
- Localizing overall design, products, and services.
- Indoor/outdoor seating
- Create a more engaging customer experience.
- Creating a “pay-and-stay” environment while more efficiently serving “on-the-go” customers



New Food Service Offerings

- Fresh made daily salads and sandwiches
- Made to order foods
- Healthy beverage options (Kombucha and Organic teas) to replace hotdog rollers and nacho stations



High Margin Beverage Stations

- Gourmet coffee
- Craft beers to go as well as wines
- A great way to replace the revenue from falling tobacco and E-cigarette sales



Kiosks are Popping up Everywhere

- Kiosks offering everything from fresh pizza to driver licenses and vehicle tag renewals
- More incentive for consumers to enter your physical store (leading to increased impulse purchases)
- IoT might require additional network bandwidth and/or Wi-Fi connectivity



Rising Consumer Expectations

What's at stake for your business?

- The need to meet consumer expectations is more critical than ever
- You now compete with every company that raises those expectations (Amazon, Apple, Google, Walmart, etc.)
- Customers want more than just products—they demand both convenience and new services
- As retail spaces become more advanced and creative, you must keep up or risk getting left behind

What Do Consumers Want Most?

- Multiple payment options:
 - 64% of millennials prefer self-service kiosk solutions
 - Self-pay reduces customer wait times by 30%
 - Brands report 30% higher average transactions
 - U.S. POS vendors have already risen to the occasion and are now offering self-checkout
 - Many of the self-checkout offerings are included with outdoor EMV software
- Fresh, healthy food kiosks enhance brand awareness by 48%
- Comfortable seating keeps customers in your store longer
- Free Wi-Fi helps create an omnichannel (online and in-store) experience
- Order and delivery to the pump provides convenience

How can you act on these new trends and opportunities?

Go from C-Store to “Smart-Store”

- Utilize new technologies to meet expanded expectations (and act on opportunities)
- Take advantage of new Wi-Fi capabilities to gain valuable analytics on your customers and foot traffic
- Leverage digital signage for more effective, dynamic advertising



Technical Needs

- Increased network bandwidth is a must
- IoT proliferation will continue to increase bandwidth consumption
- Your network solution must be reliable and secure
- Uptime is critical, so wireless backup or secondary connectivity is required



AVERAGE UPTIME



Next Steps to Digital Transformation

- Redefine convenience
- Deliver a seamless omnichannel experience
- Go beyond groceries to boost profits



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