

IFSF Annual Conference Schedule

Tuesday 10th November 2020

10:00 - 10:30am CET / 9:00 - 9:30am GMT

Welcome • Heather Price & François Mezzina

IFSF chair, Heather Price, opens the first ever IFSF virtual conference introducing our new President François Mezzina

Join this session.

10:45 - 11:45am CET / 9:45 - 10:45am GMT

Steven Van Belleghem • The Offer You Can't Refuse

Customer Experience in 2021 and beyond.

This last decade has been characterized by the introduction of 4G, social media and mobile services. These technologies have given rise to a new minimum in terms of customer experience. Customers expect ease of use, friendly and empathic staff, omnichannel services and competitive prices. In the years to come, customer experience will reach a whole new level. Naturally, technology (5G, quantum computing, robotics and AI) will play a key role in customer expectations, but it goes way beyond that. Invisible and automatic interfaces will become a necessity but the ultimate ease of use will no longer be enough to come out on top. Automation is but the first step. But what if customers start to have expectations that go beyond convenience? In addition, companies will have to play an active role in their customers' life journey. As a company how can you help consumers' dreams come true and eliminate the obstacles in their day-to-day lives? And finally, companies have the opportunity to tackle concrete world problems together with the customer.

The world is facing unprecedented challenges: climate, healthcare, government budget deficits, mobility... How can a company involve its customers in the solution to these problems? The combination of automation, being a partner in consumers' lives and

solving actual social issues will be the guiding principles for the successful business of the next decade. For consumers, the combination of all these elements constitutes an offer they can't refuse

Join this session.

11:45am – 2:00pm CET / 10:45am – 1:00pm GMT LUNCH

2:00 - 2:45pm CET / 1:00 - 1:45pm GMT

Matthieu Codron • How to connect mobility ecosystems with energy?

The case for APIs

At Be:Mo, we want to help car manufacturers, mobility services and technology companies transform the mobility experience. We are connecting the dots between mobility ecosystems and energy services together. We are using the best technologies to enhance companies' mobility solutions.

Join this session.

3:00 – 4:00pm CET / 2:00 – 3:00pm GMT

Ian A Brown • What is an API and why should I care?

How the Neolithic Revolution leads to APIs & why businesses need our work

In an increasingly digital world how many business leaders and decision-makers take time to understand and get involved in their company's digital strategy? The business face to customers and trading partners as well as internal efficiency are all hugely improved with good technology and an organization set up to make use of it, making this a critical area for the whole business to decide on.

Starting from a surprisingly historic perspective we take a look at the business problems API technology solve, explain in strictly non-technical terms how it works and see how IFSF work enables companies to take advantage of it.

Join this session.



IFSF Annual Conference Schedule

Thursday 12th November 2020

10:00 -10:45am CET / 9:00 - 9:45am GMT

Greg McAuliffe • Digitalisation of the Unmanned Forecourt and the barriers to it from a Fuel Retailer's perspective

Consumer Focus

As the growth of the unmanned forecourt continues, the opportunities to interact with the consumer become more limited. Consumer's expectations rise based on the availability of new technologies and value add services, but the forecourt technologies are not standard and can be fragmented, causing delays to implement and consumer disappointment. Solutions can be proprietary or managed inappropriately. The need to standardise is increasing and the required skillsets and partnerships to support the forecourt are changing if we are to keep pace with Consumer demands.

Join this session.

11:00 - 11:45am CET / 10:00 - 10:45am GMT

Peter Van Nauw • Driving Consumer Experience

A Supplier perspective

Peter will be unravelling how recent developments in digital transformation, IoT and artificial intelligence converge with consumer experience needs and demands for frictionless, contactless and mobile transactions at the forecourt. He will discuss how optimizing the basic needs of fuel management, dispenser health, and overall forecourt health are essential in delivering a reliable and frictionless transaction with all customers.

To further enhance this notion, Peter will also examine how API's and standardization support the time-to-market for new consumer value propositions.

Join this session.

11:45am – 2:00pm CET / 10:45am – 1:00pm GMT LUNCH

2:00 - 2:45pm CET / 1:00 - 1:45pm GMT

John Carrier & David Ezell • A tour of our OpenRetailing tools and Gitlab

Hands-on demonstration of the resources available to work with our API's

The collaboration between IFSF & Conexxus to create ground-breaking and innovative global API standards will benefit many businesses as the Retail world rapidly evolves in these testing times. John and David will take you on a guided tour of the brand new API repository at Openretailing.org

Join this session.

3:00 - 4:00pm CET / 2:00 - 3:00pm GMT

Nick Allen & Mirko Spagnolatti • What can IFSF do for you?

For the first time in it's history, IFSF welcomed two representatives from the Technical Associate membership to the Executive Committee. Nick Allen, P97 and Mirko Spagnolatti, Ingenico attend the monthly Executive Committee Meetings to bring a different perspective to discussions and to represent our Technical Associates in all of our planning and strategy work.

This session is for Technical Associate members only and is an opportunity for you to hear back from your IFSF representatives and to share with them your needs and wishes from our organisation going forward.

Join this session.



IFSF Annual Conference Schedule

Friday 13th November 2020

10:00 -10:45am CET / 9:00 - 9:45am GMT

Mark Wohltmann • Flexibility! The key requirement in times of ever faster changing consumer expectations

Accelerating technological advancement, an "ever smaller world" thanks to modern communication methods and consumers living fast-pace-lives. Whenever a retailer thinks about in-store-investments, the old "we renovate every 5-10 years" rule is not valid anymore. Flexibility is key, from products and services to furniture and branding to technology and systems. But even that was yesterday... then Covid came and accelerated the acceleration... Mark will show how important flexibility is, how retailers have shown best practice and what it takes to use technology to win the battle for customer experience.

Join this session.

11:00 - 12:00pm CET / 10:00 - 11:00am GMT

API Panel Session

Hosted by:

Erwin Bijvoet • Shell

Panellists:

Nick Allen • P97

Gonzalo Gomez • Oriontech
lan A Brown • IFSF
lan S Brown • IFSF
John Carrier • IFSF
Lonneke Driessen • Open Charge Alliance
Michael de Selincourt • REPL Group

A panel of industry experts will be interviewed by Erwin Bijvoet, IFSF Board member and Segment Architect in Shell. The API Panel session will allow attendees to understand more about the work that IFSF and Conexxus have already completed in the API Gitlab repository openretailling.org plus the strategy for the coming years to ensure that the standardised APIs are not used just within our own sector, but will also seamlessly interface with innovative and neighbouring industries such as electric vehicle charging.

Join this session.

12:00 – 12:15 pm CET / 11:00 – 11:15am GMT

Heather Price • Wash-up session and close

Join this session.