

IFSF announce key leadership changes

In December of 2021, IFSF announced a couple of key changes among its leadership. Following three years as Chair of IFSF, Heather Price stepped down from her role. Heather was at the helm of IFSF and helped it thrive in unprecedented times. She was the driving force behind the last three IFSF Annual Conferences – two of them organised virtually.

François Mezzina, IFSF President, said: "On behalf of the entire IFSF Board, past and present, I would like to thank Heather for her commitment and outstanding efforts in the past three years. Heather's drive and tenacity has allowed our organisation to remain relevant despite the many challenges thrown our way in recent times. We wish Heather and her husband Stephen a happy retirement, and hope to meet Heather face-to-face very soon again!"

In the meantime, we announced that Carl Jones would join the organisation as a consultant in the role of Programme Manager. Carl, a former ExxonMobil representative to the IFSF Board, has spent most of his career in the forecourt retail industry having joined ExxonMobil in 1991 after graduating from the University of Surrey. During his time at ExxonMobil, he was actively involved in IT and Retail Technology, and served as the company's Global Retail Projects Program Manager, among other roles.

Carl Jones, who will be working closely with the Board in achieving its goals, has effectively picked up Heather's

responsibilities effective 1st January 2022 – we have sat down with him to reflect on his role and his views on the importance of IFSF in our industry.

You have just taken on the role of Programme Manager. Can you tell us more about your background and your new role?

I recently retired after working for ExxonMobil for 30 years in a variety of IT management roles including 20 years managing projects and programmes in the fuel retailing and card processing sector. During this time, I developed a strong appreciation of the importance of harmonisation of equipment inter-connectivity standards in our sector and I spent a couple of years as ExxonMobil's representative on the IFSF Board of Directors in 2013 - 2015. Since retiring, I have setup a consultancy company and I am excited to return to IFSF in a new part-time role as Programme Manager, and look forward to working with the Board in its continuous efforts to improve forecourt standardisation.

Our industry is in constant evolution – what are your views on this, and where do standards fit within this constant evolution?

It is often said that the only constant is change and this is certainly true for our industry. When IFSF was formed back in the early nineties the primary focus, at that time, was to create standards to simplify the process for integrating the POS to forecourt devices such as dispensers, price poles and tank gauges. This evolved over time to include other forecourt devices such

Continued on P.2



Carl Jones



Heather Price

Also in this issue...

Page 2
IFSF publish Closed Loop payment API

Page 3
2022 Conference Announced

Dates for future meetings

Welcome to our new members

IFSF publish first draft of Closed Loop Payment API

Thanks to the active collaboration between IFSF, Full Members Shell and technical consultants OrionTech, IFSF have been actively working on the development of a Closed Loop Payment API.

The work, coordinated by IFSF EFT Lead Ian S. Brown, has led to the publication of a first draft of the API standard. The initial scope of the API is to provide support for Issuer initiated transactions. A typical use case for this would be to allow a cardholder to initiate purchases through an app or website provided by their issuer. Longer term this may be adaptable to more general account to account push payments. The next phase of the development will focus on Merchant initiated transactions.

Payment APIs enable extending business opportunities and new channels of sales and payment acceptance. As the payment industry has diversified Method of Payments, channels of acceptance and technologies, IFSF has the opportunity to define modern interoperability standards for Fuel Retailers and B2B payment offers.



2

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Continued

as car wash and forecourt controllers and then to include card payment and loyalty systems and more recently mobile payment & loyalty. In parallel with the business use cases evolving, the underlying technology landscape has changed significantly and IFSF has adapted to these changes. For example, in the early days the primary communication protocol was Lonworks, but this expanded over time to include TCP/IP and HTTP REST. IFSFs payment card security protocols have also expanded over time to encompass PCI requirements as well as EMV. Most recently, IFSF has been working closely with Conexus to jointly develop API versions of the standards.

Throughout all of this time, IFSF standards have been instrumental in enabling our members to treat devices as commodities and integrate best in breed solutions from a wide variety of suppliers thus providing maximum value at the lowest total cost of ownership. At the same time, IFSF has enabled our Technical Associates to save time and costs on R&D for device integration and allow them to focus on developing solutions which provide added value to their customers.

What should we look forward to from an IFSF perspective?

IFSF is committed to continue to evolve with the changes to our industry and stay relevant and deliver ongoing value to all of our stakeholders including Retailers, Suppliers and Partners. I am currently working with the Executive Committee on some proposals that are intended to increase the engagement of our existing membership as well as broaden the appeal to a wider audience. We plan to do this by increasing the voice of our suppliers and associate retail members in the ongoing management and priority setting of IFSF.

Looking forward I see exciting new opportunities on the horizon as our industry adapts to changing consumer behaviours in areas such as EV Charging, Hydrogen dispensers, connected cars as well as the growth of Convenience Retailing and automated check-out. If you would like to help shape the future of our industry, please get in touch as I would love to hear your thoughts on any of these or other relevant topics. I look forward to working with you in the future!



Key dates for future meetings

Due to high interest and great attendance during the first couple of meetings, IFSF is happy to confirm the Joint Conexus/IFSF Forecourt Work Group will be meeting on a more frequent basis.

Next meetings:

Joint POS-EPS Work Group:
28 March, 11 April

Joint Loyalty API Work Group:
4 April

Joint Mobile API Work Group:
7 April

Joint Forecourt Work Group:
13 April

EFT Work Group:
20 April

Joint API Work Group:
7 June

IFSF announce 2022 Annual Conference

15-16
November
2022

IFSF are working hard to develop a plan to host its annual conference face-to-face again in 2022.

As we had previously announced, we will be organising this year's event in Prague, on 15-16 November 2022. We hope IFSF members, Technical Associates and partners will join us for this long overdue gathering of fuel retail industry experts.

Our last two Virtual Conferences were successful largely thanks to the quality of our speakers and their aim to further increase our knowledge of disruptors to the forecourt

industry, and to understand how it has transformed and will evolve as we enter a new decade of technological evolution. We are looking forward to meeting with you in the beautiful city of Prague this year so that we can also benefit from the excellent networking opportunities that only a face-to-face meeting can provide. We are currently working on the theme for this year's conference and securing highly knowledgeable and engaging speakers. Look forward to exciting speaker announcements and more practical information in the coming weeks!

A warm welcome to our new IFSF members:

