

Welcome to the Spring IFSF Newsletter

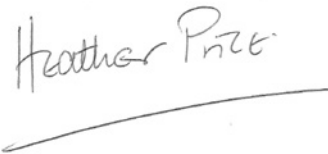
In anticipation of a successful vaccine roll-out across most of the continent of Europe in the coming months, we at IFSF are starting to plan our annual technical conference. As promised at the 2020 virtual conference we are hoping to be able to meet up with you all in the beautiful city of Prague.

Periods of global crisis always act as a catalyst for change and innovative new ways to use technology and this global pandemic has certainly done that. Whilst travel for most of us has reduced to an extent that we probably thought was impossible, the use of forecourts as the focus for many new services has accelerated. The use of

standard interfaces enables our industry to grasp this opportunity to benefit our wider communities, making our work at IFSF of growing importance.

We have focused this newsletter on the key role that our Work Groups play in ensuring that IFSF can continue to have the right standards in whatever format is required as our industry goes through a period of intense change.

Wishing you all a healthy and "normal" summer.



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IFSF ANNOUNCE 2021 ANNUAL CONFERENCE

As the future is looking brighter in terms of travelling and organising events, IFSF are working hard to develop a plan to host its annual conference face-to-face in 2021.

As we had previously announced, we will be organising this year's event in Prague, on 9-10 November 2021. We hope IFSF members, Technical Associates and partners will join us for this long overdue gathering of fuel retail industry experts.

Our 2020 Annual Conference was a success largely thanks to its theme and its aim to further increase our knowledge of disruptors to the forecourt industry. This year, we are looking forward to taking you Back to Basics on the importance of standards, with exciting insights into the API development work that has been taking place behind the



scenes. We look forward to announcing our panel of expert speakers in the coming months. While we look ahead towards a more "normal" second half of the year, we hope to keep you posted with more practical information very shortly.

We are excited to invite you all to the beautiful city of Prague this November.

The added value of IFSF Work Groups

I suspect that the cartoon images below resonate with many of you. We all know the scenario. We know that taking time now to develop a standardised product that will make future releases is the right thing to do. BUT so many other priorities and so little time can sometimes get in the way of our good intentions.

Our aim at IFSF is to work with you to develop standards so that when you get that request for a whole new process tomorrow, or even better yesterday, you have all of the basics ready, to allow you to interface your applications with whatever is required at short notice. This way, you and your organisation can focus on aspects of the process that differentiate your business, using innovative new techniques.

IFSF, in its mission to harmonise equipment connectivity on and off the forecourt, has been championing the use of and developing a collection of APIs since 2015. This work includes writing design rules, putting together implementation guides and creating and continuously improving an API Data Dictionary thanks to valuable input of members of both IFSF and Conexus.

This joint working with Conexus on APIs, which started in 2019, culminates in various joint work groups, in which practical work is undertaken to make these APIs fit-for-purpose in an ever-changing industry.

In 2020, IFSF and Conexus launched work groups devoted to specialist areas of API development. These work groups are co-chaired by IFSF and Conexus and cover topics such as Loyalty, Mobile, the integration of an “EPS anywhere” model in POS to EPS API flows as well

as comprehensive POS services & POS data integration. All IFSF members. All IFSF members and Technical Associates are welcome to join these meetings in a common effort to ensure these APIs become the new global standard.

IFSF of course also continues to develop its own payment standards in the EFT & Payments Work Group, chaired by Ian S. Brown.

Developing one global standard helps not only to speed up approval processes for new standards, but also to jointly benefit from great API work developed by member companies who are keen to donate to IFSF and Conexus.

Ian A. Brown, API Strategy Manager of IFSF said “It has been my aim since starting with IFSF to be able to offer one standard for use around the world. We have worked with our friends at Conexus, and we now have the processes and foundation tools in place to do this. We must however not be complacent. Without active participation of our members, we will end up with one standard, but it will not necessarily be global. I would urge all of our members and technical associates to make the time to join our regular work group meetings with Conexus members to ensure that your specific needs are included”.

Joint API Work Group

Chairs: John Carrier (IFSF), David Ezell (Conexus)

This Work Group meets on a monthly basis. Next meeting: 1 June

EFT & Payments Work Group

Chair: Ian S. Brown (IFSF)

This Work Group meets on the 3rd Wednesday of every month. Next meeting: 16 June

Joint Loyalty API Work Group

Chairs: Ian S. Brown (IFSF), Brian Russell (Verifone)

This group meets on the 1st and 3rd Monday of every month. Next meeting: 31 May

Joint POS-EPS Work Group

Chairs: Ian S. Brown (IFSF), Darryl Miller (Verifone)

This group meets on the 2nd and 4th Monday of every month. Next meeting: 24 May

To attend these meetings, please contact the **IFSF Admin Manager**.

IFSF Members Newsletter and Forecourt Tech placement

"Our new offer is going well, we need to expand it and get it out across our whole network"

"we need to get our mobile offer out everywhere, even to those other POS types you told me we have. Also add these new features..."

"that's not a problem"

"I'm an active member of the International Forecourt Standards Forum, together we shape the common standards for interoperability of forecourt and convenience devices and services..."

"...I followed these standards when first implementing our mobile solution. That means it's so much easier to join to other systems and add new interfaces"

"it's easy to switch out existing or add new connections to our mobile solution because we invested the time to build it originally according to best-practice industry standards that I, and my peers at IFSF, defined."

"project complete. On time and on budget. Working with standards makes this so much more straight forward so I can spend my time really adding value"

Click to join the forum today

The International Forecourt Standards Forum (IFSF) is a forum of international petroleum retailers, suppliers and others with the common mission to promote interoperability by developing technical standards that enable cost-effective operations in retail petroleum and other sectors internationally.

Contact the IFSF Administration Manager on admin.manager@ifsf.org to make the most out of your membership.

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New Member Focus



systems
applied artificial intelligence



Gary Szendzielarz

As the fuel retailing industry transitions to a new phase of energy, IFSF has become pivotal force in the next generation of connectivity between the forecourt and retail systems.

With a struggle to find margins at the forecourt, oil majors are looking to reduce costs, whilst opening up to new ways to interact and provide for the consumer. That can only happen through standardisation.

At a2i, we believe that margins and volumes can still be found at the forecourt, but it takes more than traditional methods to find them; we believe artificial intelligence

is key to understanding consumer buying behavior, to make sure the right fuel price is going to the right location, at exactly the right time, and Ai works best when fed with plenty of data. In order to get that data easily, and provide retailers with real market intelligence, we need industry alignment on data formats and interfaces. We need IFSF for this, now more than ever.

Our plan is to work with IFSF to not only shore up their new RESTful APIs for data capture, but also to make sure the IFSF becomes a force within machine learning and Ai capabilities too.

Other new IFSF members:



IFSF seeks new Projects Manager

John Carrier, Projects Manager of IFSF since 2015, has indicated that he intends to retire from his role in the Autumn of 2021 to pursue additional studies. IFSF and its Board are very thankful to have benefited from John's expertise throughout the years and will continue to do so over the Summer. We are now planning to appoint a replacement and invite applications for this important role within our organisation.

A formal selection process is being initiated, and all the necessary information on this exciting role is available on our website. Key aspects of this role include the leadership of IFSF's projects and commissioning work on behalf of IFSF. The Projects Manager acts as Chair or Co-chair of a number of technical Working Groups.

Any questions of clarification and applications should be sent to the IFSF Administration Manager at admin.manager@ifsf.org by 15th July 2021.