

A word from our Chair

There is an old proverb "May you live in interesting times". To date 2020 has certainly made us think back fondly to more normal days and less interesting times.

At IFSF, we have been relatively unimpacted by the ravages of COVID 19, being able to continue with our standard model of working from home with conference calls and Zoom meetings. In fact, the absence of travel and foreign holidays for most of the team has if anything allowed us to progress our key objective of developing an environment of standardised APIs, plus the tools to test and certify them for our members.

We have seen our own seismic changes (albeit on a smaller scale) with the retirement of Ian A Brown from the position of IFSF President to be replaced by François Mezzina, plus new Board representatives Nils Gilje and Dariusz Slezak.

Of course the one thing that has been significantly impacted by the pandemic is our conference. Like so many other organisations we have transitioned from a face to face format to a virtual programme. We have used this change to embrace some aspects that a virtual event allows us to do that would normally not be available.

The first change is to offer 3 short days spread across a week rather than the usual

intense 2 longer days, so allowing delegates to keep up with other work commitments and hopefully allowing a broader and larger audience than usual.

The virtual format has also allowed us to offer attendance at no cost, so allowing delegates to dip in and out of sessions that they are particularly interested in. We know that this added flexibility will allow us to attract some delegates from more business facing roles who will be able to enjoy the fascinating commercially focused sessions from speakers as varied as Steven Van Belleghem, an international keynote speaker to Greg McAuliffe the Head of IT at Certas Energy Retail Europe.

We are also pleased to be able to use the tools available from Zoom, so much more widely used post COVID, to do some hands-on tours of our exciting GitLab repository to really explain in detail why we are channeling so much of our resources into this exciting joint project with our partners Conexus.

May we all live in less interesting times in the coming months and years, and I look forward to seeing you all on-line for our exciting virtual conference.

Heather Price



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Welcome to François**



**IFSF Virtual
Conference
2020**

10th, 12th & 13th
November

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IFSF Virtual Conference 2020

‘Enhancing Consumer Experience’

10th, 12th & 13th November



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The annual IFSF conference is, for the first time, taking place virtually on the 10th, 12th & 13th of November and will explore the theme of “Enhancing Consumer Experience”.

The theme is spearheaded by a much anticipated and highly reputable keynote speaker, Steven Van Belleghem, who will introduce and discuss the many aspects and contributing factors to the consumer experience, and the many factors impacting the interaction between consumer and retailer. His talk “Consumer Experience & Covid 19” will specifically contextualise the conference theme with this year’s global crisis, bringing the industry in line with best practices now and in the ‘new normal’.

API research and development at the heart of IFSF’s work in 2020 will also command a share of the schedule, with the sub-theme of “Standard APIs Driving Speed to Market” undoubtedly attracting many key decision makers within the industry. The conference will provide the IFSF with a platform to deliver focused and important updates about our work, and how the industry is progressing in standardising processes for speed, efficiency and consistency. John Carrier, IFSF Projects Manager and Ian A Brown, IFSF API Strategy Manager will

present recent developments, notably the joint work with Conexus and our all-new Open Retailing Git repository.

The conference, spanning four days, offers additional flexibility for attendees, with the online schedule being distributed both live and as recordings, ensuring everyone interested in attending can enjoy the programme at their convenience. We are also delighted to be welcoming speakers from Certas Energy Retail Europe, Greg McAuliffe and NACS, Mark Wohltmann offering their valuable insight and updates as part of a wider initiative to maintain collaboration and a progressive outlook in challenging circumstances.

Nick Allen and Mirko Spagnolatti will be holding a session dedicated to explaining what the IFSF can offer your organisation,

detailing membership options and recommendations. We expect to attract a really wide-ranging audience enabled by the ability of attendees to login just for the items that are relevant to them. We look forward to meeting up with our technical members as well as their marketing colleagues and senior managers who have an opportunity to not only hear from some industry experts on the fast evolving consumers demands, but also to understand why they need to invest in new API technology to meet these consumer requirements.

The conference is free to attend for members and non-members (normally £150) and registration is fast and easy. All attendees must register online and can do this by clicking [HERE](#)



Greg McAuliffe



Mark Wohltmann

More about our keynote speaker:

Steven Van Belleghem



Steven Van Belleghem is an international keynote speaker. These past years Steven has given more than 1,000 presentations at events in over 40 countries. His core expertise is the future of customer centricity. The

combination between customer-centric thinking, the latest technologies and the human touch is the guiding principle in Steven's stories.

Steven is an entrepreneur. He is the co-founder of inspiration agency Nexxworks and social media agency Snackbytes. As an investor he is also involved in the fast-growing digital agency Intracto and AI scale-up Hello Customer. Finally, Steven is also on the board of directors of Plan International. In addition to his entrepreneurial activities Steven is also a part-time

marketing professor at the Vlerick Business School and a guest lecturer at London Business School. His opinion is often shared in media like Forbes, Warc, The Guardian,...

Steven has authored four international bestsellers and has sold more than 130,000 books. His work has been translated into seven languages and he is the recipient of a variety of awards (most innovative marketing book, best marketing book, best international business book).

He is a popular vlogger: his YouTube channel (www.youtube.com/stevenvanbelleghem) has racked up more than 2,7 million views.

Some personal facts:

Steven is a huge Disney fan. One of his dreams came true when he was offered a small cameo in the Flemish version of Cars 3.

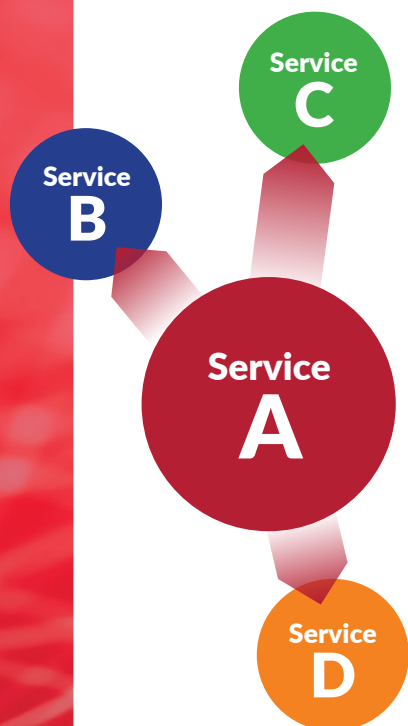
Steven is an FC Bruges fan. He was thrilled to be involved in the development of FC Bruges' social media strategy. As a result, in 2010 his favorite team was the first Belgian team to make professional use of the then new communication channels.

Steven lives in a small rural town in Belgium, where he thoroughly enjoys the analog world.

API Work Group Initiative

IFSF & Conexus' exciting collaboration to create global API standards will be a huge benefit to many businesses as the Retail world rapidly evolves in these testing times.

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APIs enable easy sharing of data on a one-to-many basis

APIs help businesses to trade and share information

They offer many advantages to businesses which use them, possibly the main one is the easy shared connections. This enables a business to easily trade or share information with multiple customers or partners with minimal effort, a big improvement on earlier data interface technologies like XML where considerable manual effort was required to set up connections one at a time. APIs are much more self-service which is why all the big internet traders were early adopters. Even within one organisation the same easy shared connections allow information to be quickly shared between all the processes that need it.

But shared information needs some standards

All this sharing can easily descend into chaos if some pre-requisites are not in place.

One big step is to know and understand what is being shared and to use the English

expression "not compare Apples with Pears", no doubt there's an equivalent in many languages. We've all seen those issues where one system talks about "store number" and the next one is looking for "site id", or where say "price" is shared but it's not clear is that the price for a single product or a whole pack, with or without tax? And what about status - is that a proposed price still to be applied, or is it already accepted and out on shelf-edge displays?

Shared standards are IFSF & Conexus' raison d'être, and you could join in!

Both organisations exist to enable sharing of data and interconnectivity between processes, systems or devices. IFSF has over 25 years of experience in successful standards building and has included all the lessons learnt along the way in a set of rules now being applied to the API world.

Beyond the rules, there's no magic in creating standards. It's just a set of people getting together and for example thinking

about Store number and Site id (plus all the other options) and then...well just picking one and that's it, simple! Anyone in the industry is welcome to join the discussion via either organisation and naturally having a broad range of Retailers, System Suppliers and other interested parties helps to create good useful standards.

It's worth pointing out no commercial secrets are exposed in this process, the inner workings of say a pricing algorithm are definitely not to be shared, it's just the external communications within a process which are relevant.

A comprehensive suite of Standards

IFSF and Connexus are assembling a comprehensive suite of API standards, these include tools to allow business managers to see what there is and understand some of the business processes which can be

supported. Equally at a more technical level there are the detailed standards which IT staff can select from and ultimately programmers can paste into their own systems and then test against.

The suite of course includes a detailed dictionary of data names and meanings, use-cases to show sample business processes, those all-important "rules" to ensure standards work well and much more. Testing & Certification will also be supported.

Any aspect of the business can be included in the standards, whether it's forecourt and pump operations, shop products, loyalty, payment, vouchers, reporting etc. Members of both organisations are setting the priorities of which topics to cover, but also following our "don't re-invent the wheel" rule, we aim to collaborate with other standards bodies where an aspect is already well supported elsewhere.

'IFSF has over 25 years of experience in successful standards building and has included all the lessons learnt along the way in a set of rules now being applied to the API world'

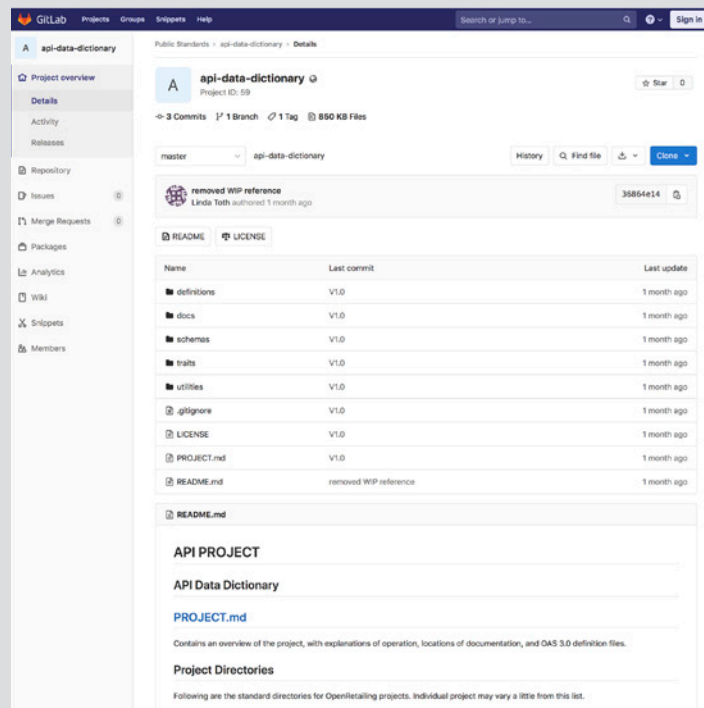
Some of the API resources ready to use

Joint API Data Dictionary is now expanded to include POS and BOS terminology

This is the API Data Dictionary ("Dictionary"), jointly owned by the IFSF (www.ifsf.org) and Connexus (www.connexus.org), and shared in order to enable global use of our international standards. The initial version is published under the joint "openretailing" name and is available for anyone to use. For example, we expect many users will find the Dictionary helpful to understand fuel retailing and to define further innovative and collaborative APIs. The next stage adding POS & BOS is in draft for members to review. View the published dictionary here <https://gitlab.openretailing.org/public-standards/api-data-dictionary>

If you have comments, or would like us to consider changes to any of these items, please either open an issue (in GitLab) or email support@openretailing.org. (<https://gitlab.openretailing.org/public-standards/api-data-dictionary>)

Continued overleaf



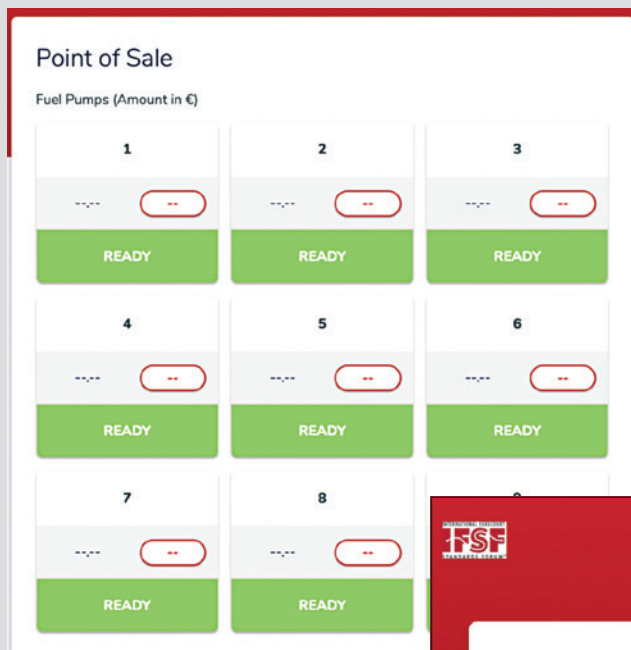
Screen shot of the data dictionary, presented for either business or IT staff to read

Tools

IFSF and Conexus have published 'free-to-use' tools to enable members to view and understand the API-based standards and to confirm compliance with the Design Rules and Data Dictionary mentioned earlier.

The first tool is a web interface that "renders" in your browser the OAS3.0 compliant yaml files. Rather than having to read thousands of lines of yaml code the API's are presented in a much easier to understand graphical format. It can be found at [docs.Openretailing.org](https://docs.openretailing.org)

The second tool is the API-Spec-Validator. This checks an API-collection (whether donated or generated by joint IFSF and Conexus work groups) for compliance with the dictionary (e.g. all data must be present in the dictionary) and with many of the design rules. The report produced ensures APIs are created in a consistent and coherent design for interoperability.



Sample POS MMI created using the published draft FDC APIs.

Simulators

Both IFSF and Conexus needed to be certain that the API Groups developed using the aforementioned Design Guide and Dictionary were practical and could really be used to build applications that produced practical working implementations. To confirm this a prototype forecourt device simulator was constructed using the published draft FDC API's. To demonstrate the speed and reuse of the API-Groups the simulator and a POS MMI and FDC MMI were developed in under 6 man-days. The specified transport alternative was SSE (Server Sent Events) and these alongside a subset of the FDC API-Group are available for anybody with a browser.

All you need to do is enter the following URL to start the POS MMI.

<https://tools.openretailing.org/cd/cdui/cdui.html>

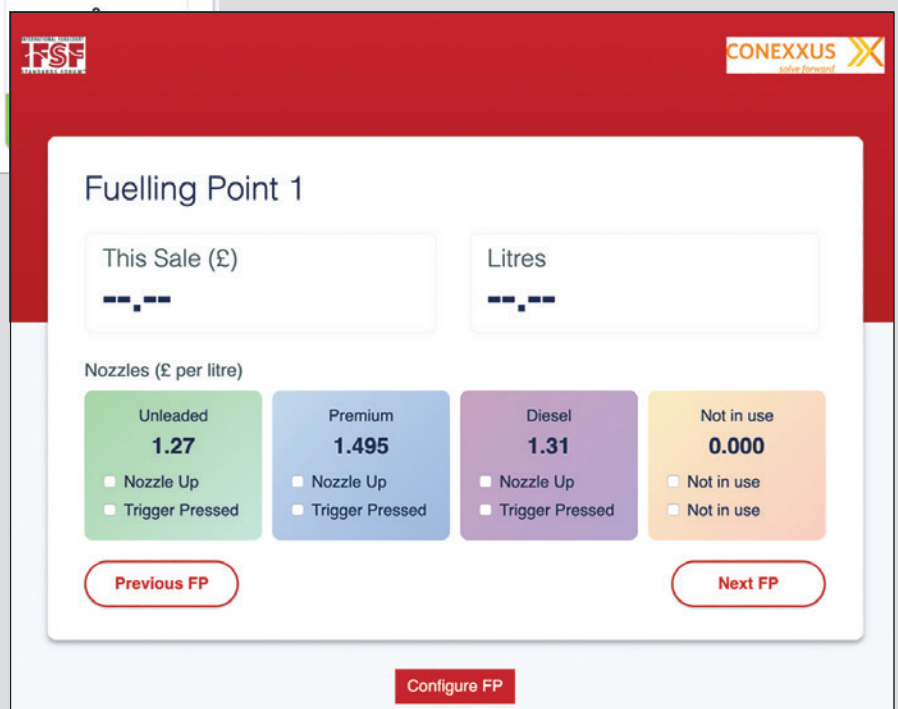
And similarly, in a separate window the Fuelling Point.

<https://tools.openretailing.org/fp/fpui/fpui.html>

An API-based dispenser simulator (which is designed to enable interoperability with IFSF BCD based dispensers operating over Lon or TCP/IP networks) is also available. This simulator uses the published dispenser APIs entirely.

As confirmation of the ease of developing applications using APIs, the aforementioned FDC simulator was modified, in a couple of hours, to monitor the state changes generated from the dispenser simulator. A video showing this functionality can be downloaded from the IFSF web site. (www.ifsf.org)

Sample FDC MMI created using the published draft FDC APIs.



Farewell to Ian Brown, IFSF President



“Ian’s interpersonal skills, relationship-building and strategic thinking has enabled the forum to develop strong global partnerships”

As already mentioned, since our last Newsletter, IFSF has welcomed a new President following 13 years with Ian A Brown at the helm. We would like to take this opportunity to extend our gratitude and appreciation to Ian, who this year has retired from BP, and therefore from the Board of IFSF and as IFSF President, a role that he has commanded with great success since 2007. Ian has brought incredible expertise and experience to the IFSF founded on a long career in IT and the oil supply chain. Working previously in Retail Architecture for BP he has been a presence at the IFSF for decades and played a role in the process of moving it to a limited company.

His interpersonal skills, relationship-building and strategic thinking has enabled the forum to develop strong global partnerships that enhance and deliver cutting-edge API development and other industry leading initiatives. For our long-standing members, he has been a cornerstone at the IFSF – always approachable and ready to impart his insights and experience for the good of the organisation and the industry.

Recognising the gap that Ian’s knowledge would leave in our industry, IFSF has persuaded him to work with us for a while longer. Ian will continue his work on API development as API Strategy Manager, collaborating with other members of the Board and our API partners at Conexus.

IFSF New President François Mezzina

François Mezzina has been appointed the new IFSF president. With nearly 30 years’ experience in the oil marketing sector with Total Marketing & Services, his expertise has been a welcome and valuable addition to the IFSF board since 2014. François and the IFSF Board will continue to focus on new initiatives and opportunities within the sector, notably by strengthening relationships with current and prospective strategic industry partners.



Meet our new board members

Nils Gilje

Board Member for Circle K

Nils is a global enterprise architect at Circle K. With over 20 years in the fuel and retail business focussed on cards and retail store solutions, he brings a passion for adopting modern integration technologies and agile practices to a world in digital transformation.



Dariusz Slezak

Board Member for BP

With over 10 years’ experience in the fuel & retailing business, Dariusz is currently lead architect for BP for payment and loyalty domains. Prior to that he had multiple roles within BP where he gained extensive technical knowledge of retail systems and retail infrastructure



IFSF Virtual Conference 2020

10th, 12th & 13th November

Featuring
Keynote Speaker
Steven Van Belleghem

BREAKING NEWS

**New Speakers
Announced!**

Peter Van Nauw
Dover Fueling Solutions

Mathieu Codron
Be:Mo



Keynote subject:

Enhancing Consumer Experience & Covid-19

Also featuring:

Standard APIs Driving Speed to Market

Special Guests:

Mark Wohltmann (NACS)
and **Greg McAuliffe**
(Certas Energy Retail Europe)

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The event is free however registration is required.

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