

# Your Direct Route to Success



## Implementing POP

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## Agenda

- POP – What it does and what it does NOT do
- Implementation Choices
- Triggers and Options
- POP R & R (Receipts and Reporting)
- Configuration
- Q & A

## Agenda – Making A...

- POP – What it does and does NOT do
- Mathematics of Base Development
- Finding the Bases with POP
- Managing POP
- Q & A

## POP – What it does

Applies a discount against Fuel on a per gallon basis when the transaction meets requirements that you define





## POP – What it does NOT do

Apply any discount against in-store items \*

\* Except when POP-issued coupon is applied against in-store sale



## Implementation Choices

### Standard

- Up to 10 Slates of Discounted Prices
- Up to 10 Transaction Definitions (Triggers)
- May be used with Cash / Credit Pricing

### • Alternate

- Uses Pump's Cash / Credit Feature
- 1 Slate of Discounted Prices
- 10 Transaction Definitions (Triggers)
- May NOT be used with Cash / Credit pricing



## Implementation Choices

	<u>Alternate</u>	<u>Standard</u>
Gilbarco	Yes	PAM 32.1.60
Wayne	Yes	HyperPIB 53000
Tokheim	Yes	Yes
Bennett	No	DCT Horizon 1 or 2
Schlumberger w/CardScan 4000	Yes	No
Schlumberger Centurian	<b>NO</b>	<b>NO</b>



## Triggers and Options

### Triggers:

- Qty x of PLU item
- MOP (Method Of Payment)
- Card Type
- Total Purchase Amount
- Purchase Amount of a specific Department
- Membership



## Triggers and Options

### Options

#### — Basic

- Trigger and Discount in Same Transaction
- Award Coupon (instead of Discount)

#### — Basic + Codes

- Trigger and Discount can be in different Transactions
- Generates code when discount cannot be applied to current transaction
- Codes are Site Specific
- Max Number of Codes generated / day = 300



## Triggers and Options

### Options

- Basic + Membership
  - Trigger and Discount in Same Transaction
  - Membership via Bar Code or Mag Stripe



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## POP R & R

Receipts – at counter

– Line Item Discount

– POP Promo line

```
1234567890123456789012345678901234567890
^/^/^/^/^/^/^/^/^/^/^/^/^/^/^/^/^/^/^/^/^/^/^/^/^/
```

```
1234567890-123          SSSSSSSSSSSSSSSSS
AAAAAAAAAAAAAAAAAAAA    LLLLLLLLLLLLLLLLLL
```

Descr.	qty	amount
MID1 CA #01	9.999G	999.99
	@ 9.999/ G	

Sub Total 999.99

Tax 9.99

T O T A L 9 9 9 9 9 . 9 9

COUPON 999.99

CASH 999.99

POP Discount 99.99

YOU RECEIVED x.xxx / GALLON DISCOUNT

S L O G A N (up to 5 lines)

REG# 000r CSH# 00c DR# Od TRAN# rtttt

Mm/dd/yy hh:mm:ss ST# sssss

```
^/^/^/^/^/^/^/^/^/^/^/^/^/^/^/^/^/^/^/^/^/^/^/^/^/
```



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## POP R & R

Receipts – at pump

~~Line Item Discount~~

POP Promo line

```
12345678901234567890
/\ /\ /\ /\ /\ /\ /\ /\
DEALER IDENTIFIER
DCR HEADER
```

```
Credit-Card-Name
Customer-Name
XXXXXXXXXXXX9999
REF # 9999999999 9
DATE MM/DD/YY HH:MM
```

```
PUMP #      01
PRODUCT     UNLD
GALLONS     99.999
PRICE/G:   $   9.999
FUEL SALE $  99.99
APPROVAL # 999999
```

INCLUDES .99/G DISC

```
DCR TRAILER
```

```
\ /\ /\ /\ /\ /\ /\ /\
```



## POP R & R

Summary Report – POP Discount Totals Section

```
1234567890123456789012345678901234567890
^/^/^/^/^/^/^/^/^/^/^/^/^/^/^/^/^/^/^/^/^/^/^

----- POP DISCOUNT TOTALS -----
                CUST  VOLUME  AMT DISC
TOT  POST-DISP  99999  99999.999  99999.99
TOT  PRE-DISP   99999  99999.999  99999.99
                -----
                TOTAL POP   99999  99999.99  99999.99
                -----
^/^/^/^/^/^/^/^/^/^/^/^/^/^/^/^/^/^/^/^/^/^/^
```

- Total Discounts Applied
- Broken out for Pre-Dispensed and Post-Dispensed Discounts





## Configuration

- Ruby System
  - Manager / Sales Config to Enable Feature
  - Fuel Manager / Set up Discounts
  - Manager / Set up Transaction Definitions (Triggers)
  - Fuel Manger / Initialize Fuel / Download to DCRs
  - Test the Configuration
- Sapphire System
  - Fuel Manager / POP Discount
  - Initialize Fuel / Download to DCRs
  - Test the Configuration

## Example: Proprietary Card

You have your own proprietary card called “MyCard” and you want to encourage its use by offering a fuel discount.



## Example: Before you start

Standard or Alternate?

Alternate

Trigger?

Card Type (MyCard)

POP Option?

Basic

Discount amount?

.05 / gallon across all grades

Promo Dates or Days?

Dates

4/09/05 thru 4/09/06





## Configuration with Ruby – part 2

- Ruby System (continued)
  - Fuel Manager / DCR Config
    - Handle Up Calling = N (for each DCR)
  - Manager / POP Discount File
    - POP01 Descr = MyCard
    - POP01 Schedule Type = 1 (by date)
    - POP01 Beginning / Ending Dates/times
    - POP01 Award Type = Discount Only
    - POP01 Discount Definition ID = 1
    - POP 01 Discount Type = Credit Card
    - POP 01 Card Type = MyCard (use ← and → to select)



## Configuration with Ruby – part 3

- Ruby System (continued)
  - Reports / Reports Config / Daily Report
    - POP Discount Report = Y
  - Initialize Fuel (Full Initialization)
  - Download to ALL DCRS
  - Test Configuration
    - Postpay Fuel Sale with and without MyCard
    - Prepay Fuel Sale with and without MyCard
    - DCR Fuel Sale with and without MyCard
    - Merchandise Sale with MyCard



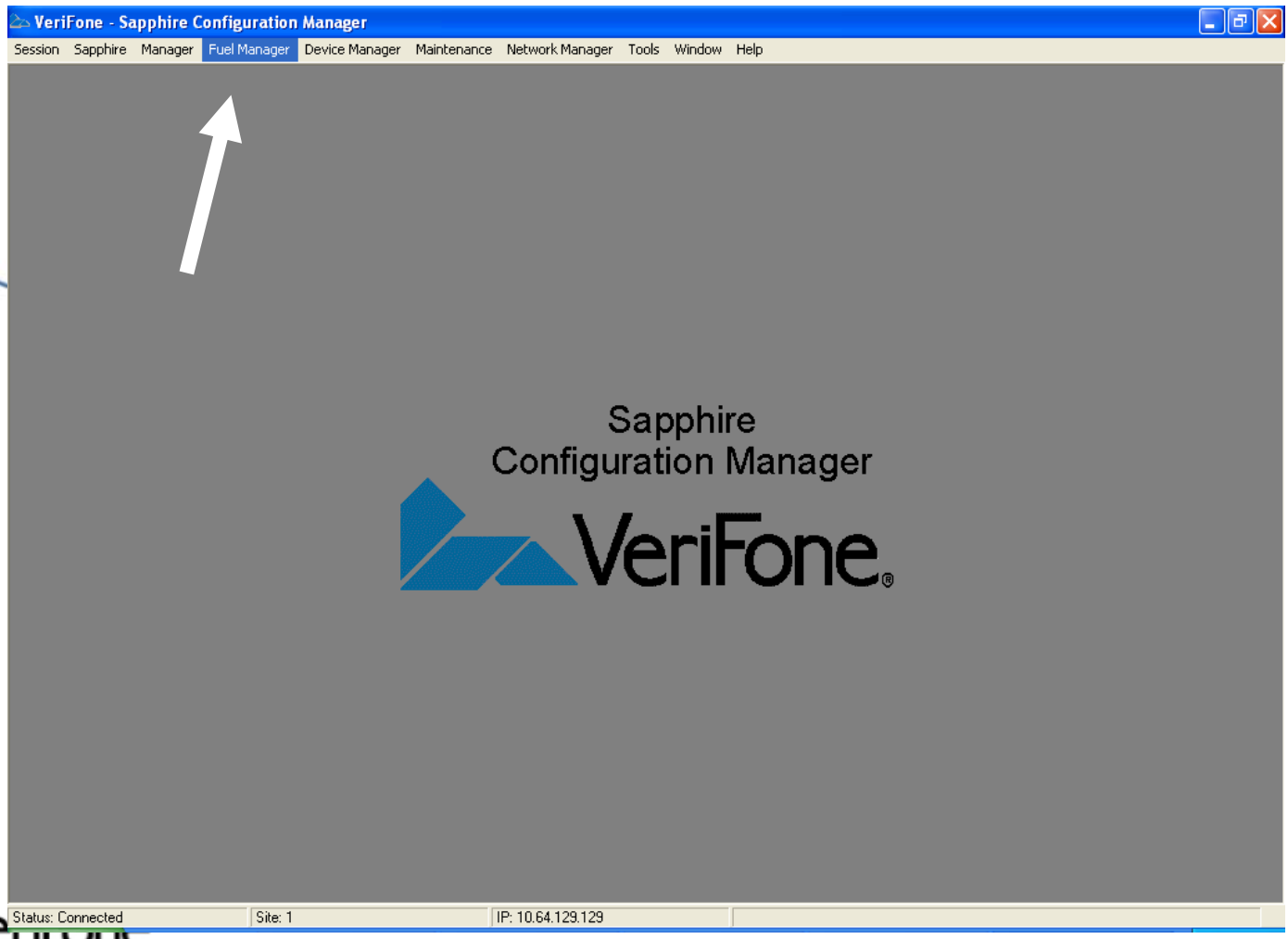
## Example: Configuration with Sapphire

- Sapphire Browser
  - Configuration
    - Fuel Manager
      - POP Discount
- Sapphire Management Suite (B154)
  - Sapphire Configuration Manager
    - Fuel Manager
      - POP Discount



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VeriFone - Sapphire Configuration Manager - [POP]

Session Sapphire Manager Fuel Manager Device Manager Maintenance Network Manager Tools Window Help

### POP Discount Configuration

Site Params Fuel Discounts POP Discounts Discount Coupon Save

POP Discount Enable

Sales Configuration Parameters

POP Discount Mode

- Basic
- Basic + Codes
- Basic + Membership

Basic Disc Mode

Free Award Security Level: 0

Prompt For POP Recalc:

Fuel Low Limit: 10.00

Receipt Promo Type

- Unit Price/Gallon
- Total Savings

Fuel & DCR Site Parameters

POP Configuration Type

- Standard
- Alternate

Prompt For Member ID:

Enable Postpay Member ID:

Enable Card Member ID:

Enable Scan Member ID:

Status: Connected Site: 1 IP: 10.64.129.129

Enable POP



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### POP Discount Configuration

Site Params | Fuel Discounts | POP Discounts | Discount Coupon | Save

POP Discount Enable

Sales Configuration Parameters

POP Discount Mode

- Basic
- Basic + Codes
- Basic + Membership

Basic Disc Mode

Free Award Security Level: 0

Prompt For POP Recalc:

Receipt Promo Type

- Unit Price/Gallon
- Total Savings

Fuel & DCR Site Parameters

POP Configuration Type

- Standard
- Alternate

Prompt For Member ID:

Enable Postpay Member ID:

Enable Card Member ID:

Enable Fuel Card Member ID:

Status: Connected | Site: 1 | IP: 10.64.129.129

Set for Basic  
(defaults to Basic)

Set for Alternate  
Implementation



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### POP Discount Configuration

Site Params | Fuel Discounts | POP Discounts | Discount Coupon | Save

POP Discount Enable

**Sales Configuration Parameters**

POP Discount Mode

- Basic
- Basic + Codes
- Basic + Membership

**Basic Disc Mode**

Free Award Security Level: 0

Prompt For POP Recalc:

Fuel Low Limit: 10.00

**Receipt Promo Type**

- Unit Price/Gallon
- Total Savings

**Fuel & DCR Site Parameters**

POP Configuration Type

- Standard
- Alternate

Lowest Price Level

- Cash
- Credit

Prompt For Member ID:

Enable Postpay Member ID:

Enable Card Member ID:

Enable Scan Member ID:

Status: Connected | Site: 1 | IP: 10.64.129.129

Check Lowest  
Price Level  
(already set correctly)



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### POP Discount Configuration

Site Params | **Fuel Discounts** | POP Discounts | Discount Coupon | Save

Site Params |  POP Discount Enable

Sales Configuration Parameters

POP Discount Mode

- Basic
- Basic + Codes
- Basic + Membership

Basic Disc Mode

Free Award Security Level: 0

Prompt For POP Recalc:

Fuel Low Limit: 0.00

Receipt Promo Type

- Unit Price/Gallon
- Total Savings

Fuel & DCR Site Parameters

POP Configuration Type

- Standard
- Alternate

Lowest Price Level

- Cash
- Credit

Prompt For Member ID:

Enable Postpay Member ID:

Enable Card Member ID:

Enable Scan Member ID:

Status: Connected | Site: 1 | IP: 10.64.129.129

VeriFone

Click on Fuel  
Discounts  
Tab



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### POP Discount Configuration

Site Params Fuel Discounts POP Discounts Discount Coupon Save

Alternate

DEF #	UNLD	MID1	PREM	MID2	MID3	PREM2	DIESL	KERSN	DIESL2
1	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000	0.000

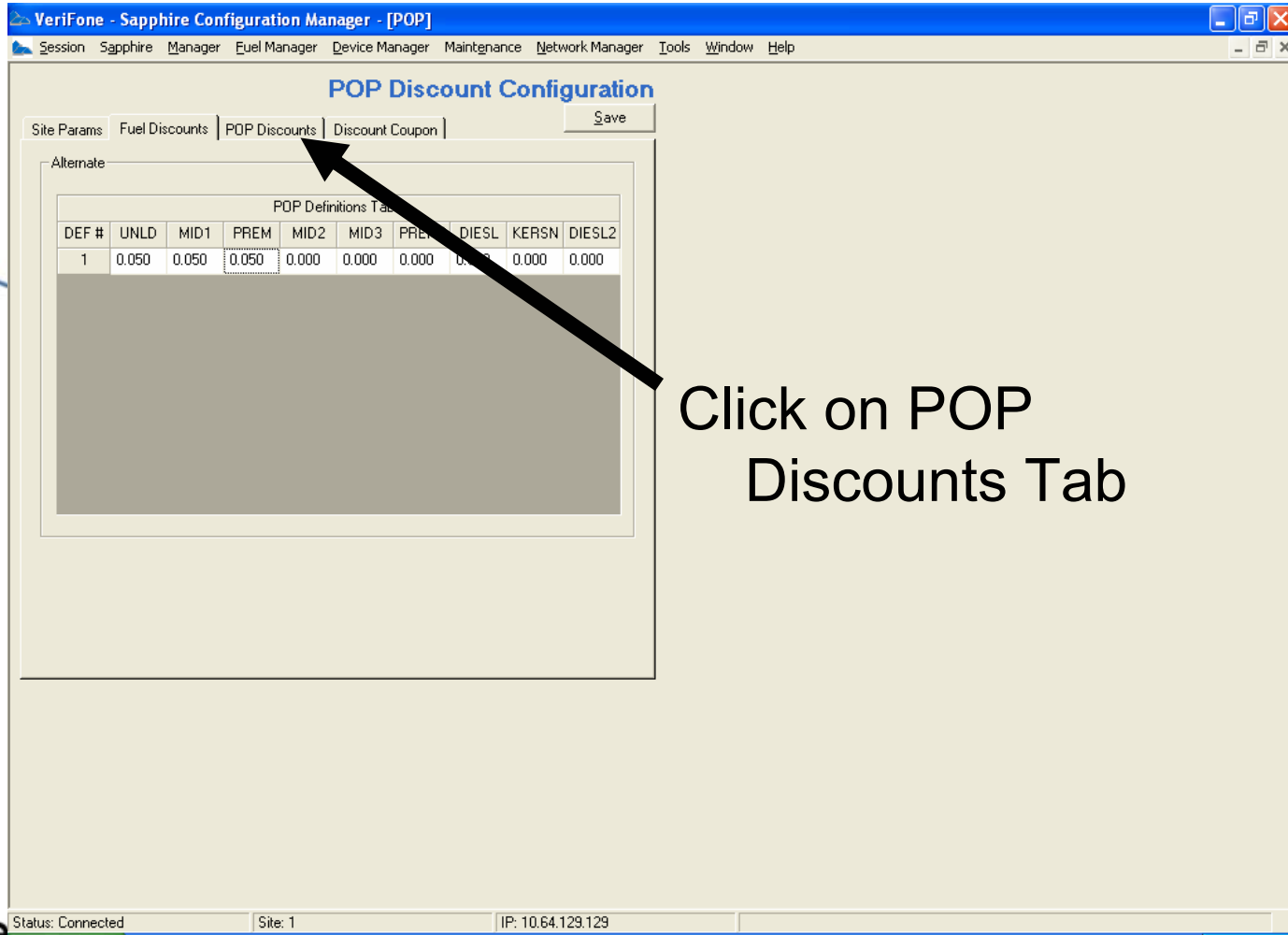
Status: Connected Site: 1 IP: 10.64.129.129

Enter the amount of the discount for each grade



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Session Sapphire Manager Fuel Manager Device Manager Maintenance Network Manager Tools Window Help

### POP Discount Configuration

Site Params Fuel Discounts POP Discounts Discount Coupon Save

Alternate

POP Definitions Table									
DEF #	UNLD	MID1	PREM	MID2	MID3	PREM	DIESL	KERSN	DIESL2
1	0.050	0.050	0.050	0.000	0.000	0.000	0.000	0.000	0.000

Status: Connected Site: 1 IP: 10.64.129.129

Click on POP Discounts Tab



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VeriFone - Sapphire Configuration Manager - [POP]

Session Sapphire Manager Fuel Manager Device Manager Maintenance Network Manager Tools Window Help

### POP Discount Configuration

Site Params | Fuel Discounts | POP Discounts | Discount Coupon | Save

POP Discount Mode: Basic

POP Number: 1  
POP Description: MyCard

Schedule Type:  
 By Date  
 By Day of Week

Schedule By Date:  
Begin Date: 04/09/2005 End Date: 04/08/2006  
Begin Time: 12:00 End Time: 12:00

Award Type:  
 Discount Only  
 Discount or Code  
 Coupon Only

POP Discount Definition ID: 1

Discount Type:  
 PLU  
 MOP  
 Card Type  
 Minimum Purchase  
 Minimum Dept Purchase  
 Membership

Card Discount Type:  
Card Type: MyCard

Membership Card Required: None

Status: Connected Site: 1 IP: 10.64.129.129

Gave it a Name

Set the Schedule  
Set Discount Type

Selected "MyCard"



## Example: Configuration with Sapphire

- Sapphire Configuration = Done
  - Initialize Fuel (Full Initialization)
  - Download to ALL DCRS
  - Test Configuration
    - Postpay Fuel Sale using MyCard for payment
    - Prepay Fuel Sale using MyCard for payment
    - DCR Fuel Sale using MyCard for payment
    - Merchandise Sale using MyCard for payment



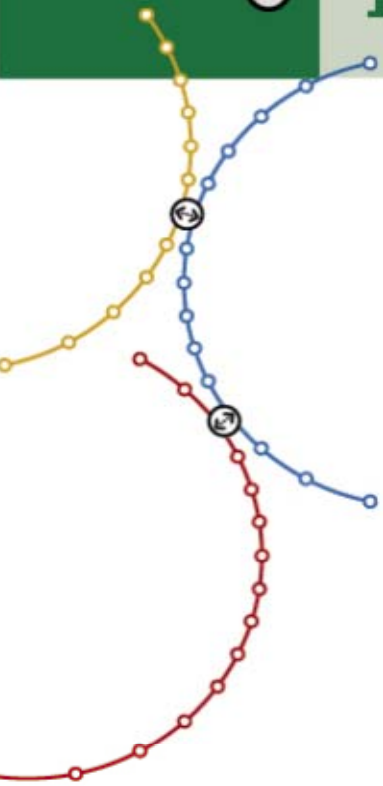
## Summary

1. Choose your implementation
2. Choose the Trigger
3. Choose the POP Option Type
4. Verify Fuel, DCR and Network operations  
- *before* you start
5. Configure the System
6. Initialize Fuel and Download to DCRs
7. Test the configuration



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Q & A



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**THANK YOU!**

