





Innovative new synergies between the POS and fuel dispensers – bringing intelligent business solutions and lightning fast performance.

## SMART FUEL CONTROLLER

VeriFone's Smart Fuel Controller introduces innovative new synergies between the POS and fuel dispensers – bringing intelligent business solutions and lightning fast performance.

### One Smart Integrated Device

- Integrates both pump and pay point support into a single unit, simplifying installation and maintenance and reducing cost
- Supports 32 fueling positions with the capacity to increase for future site expansions
- Combines both the distribution box and third-party interface into a single, small, wall mountable unit that takes up less space in the back office
- Eliminates both the need for a second component at new sites, and the need for third-party interface devices to integrate pay point management with in-store POS systems

### Faster Transactions and System Performance

- State-of-the-art central processor contains both Flash memory and RAM, increasing transaction processing speed
- Eliminates communication delays that are engineered into competitor products
- Fewer system components simplifies maintenance and streamlines training and repair

### Improves cashier performance through faster customer transactions

- Dispenser-specific logic migrates from the POS to the Smart Fuel Controller thus speeding up fueling transactions
- Eliminates pre-pay authorization delay, allowing customers to complete their fueling transactions faster

### Improved Site Information Management

- Faster graphic uploads to the fuel dispenser
- Price changes process quickly and efficiently due to the consolidated unit design, eliminating price update/discount delays between the POS and fuel dispensers

- Eliminates reporting delays or total restrictions while fueling
- Pump totals are dynamically stored enabling them to be accessible at any time, even while fueling
- Powerful microprocessor expedites price changes, fuel pump authorizations and all end-of-day close processes including business totals, report generation and more

### Remote Access and Management

- Provides easy remote monitoring for expedited troubleshooting and diagnostics
- Provides lower cost options for repair outages and system reconfigurations
- Expedites site management changes such as enabling a site to reassign distribution points as needed
- Allows remote software downloads and upgrades, eliminating site downtime, travel delays and associated costs
- Automated alarms and messaging enhance the remote diagnostics capabilities of service technicians
- Smart Fuel Controller Installer Kit included for remote site management tools

### Ultimate Flexibility – Support Multiple Dispenser Manufacturers and POS Platforms

- Removes dispenser manufacturer dependencies allowing you to combine dispenser models at a single site
- Supports multiple POS platforms offering even greater site system flexibility
- Integrates fleet and retail sales and analysis for easy and more efficient consolidated reporting



Smart Fuel Controller

A truly secure and cost effective solution for your existing dispensers—PCI approved.

## SECURE PUMPPAY



Secure and seamless retrofit solution for existing dispenser models including:

- Dresser Wayne
- Gilbarco
- Tokheim

Integrated into all Bennett Pacific Series fuel dispensers.

VeriFone's **Secure PumpPAY** is a PCI approved solution that includes PCI certified keypad and TDES encryption. VeriFone's Secure PumpPAY is a powerful solution for petroleum retailers that not only want to protect their customer's cardholder data and their brand, but want a way to cost effectively upgrade their existing fuel dispensers to support PCI approved secure payments. Backed by a suite of PCI compliant solutions and services including managed intrusion detection and protection systems, VeriFone provides a complete end-to-end security solution.

### Convenient Retrofit Solution for Existing Pumps

Secure PumpPAY is easy to use and easy to integrate into existing pumps and works seamlessly with everything in your fuel station. Secure PumpPAY packs the latest payment technology into a compact integrated solution designed to easily replace non-PCI compliant systems in a wide range of dispenser models and card reader devices. It also includes Ethernet access to deliver rich graphics and dynamic content to the full-color display.

Secure PumpPAY includes custom retrofit kits for most dispenser models where installation is simple and most sites can be completed in one day. These compact retrofit kits replicate the existing dispenser door panels ensuring a sleek and consistent look across your brand. The Secure PumpPAY solution is completely integrated with your Ruby, Sapphire and Topaz POS systems and is easy to integrate at a mechanical, electrical and software level—no changes to your inside hardware or software are required. Due to its modular design, PCI certified installers simply remove the old dispenser door panel, disconnect a few cables, mount the payment module to the new dispenser door panel, reconnect the cables and seal the unit with the supplied gasket seal kit to meet IP65 requirements.

### More Than Just Secure Payments

- ATM-style keypad, screen-addressable keys and a triple-track magnetic stripe card reader
- Large 5.7 inch color display and LAN network interface provide for a dynamic digital merchandising solution allowing retailers to highlight bright, attention-getting messages to customers while they are filling up their tanks
  - When combined with Smart Pump Access, deliver IP connectivity and dynamically display over existing wires
- Housing is constructed from a rugged and durable polymer that is specialized for use in tough outdoor conditions with exposure to adverse weather and petroleum and diesel splashes
- A fast, high-resolution graphics-enabled thermal receipt printer displays store logo or bar coded receipts and includes a wider paper roll, reducing the number of paper changes
- Display screen is recessed 3.5 inches from its tamper-resistant housing, aiding privacy and ensuring that it is clearly visible even in bright sunlight

# The Ultimate Solution to the 2-Wire Problem – Bringing Fast and Cost effective Broadband Connectivity to the Pump.

## SMART PUMP INTERFACE

VeriFone's Smart Pump Interface innovatively eliminates the industry problem of POS systems constrained by a two-wire configuration, enabling freedom of choice for POS systems with improved performance.

VeriFone's Smart Pump Interface, a small device that resides inside the fuel dispenser, eliminates the need to pull additional wires when upgrading sites to include VeriFone POS solutions, Ruby, Ruby/Sapphire or Topaz - saving retailers time, man-hours and margin. Smart Pump Interface is a small device that resides inside the fuel dispenser and provides communication between the POS and the dispenser card reader using existing wires thus eliminating the need for any significant site alterations and effectively reducing the cost of POS upgrades.

### Utilize Your Current Wiring Setup With Minimal Reconfiguration Effort

- State-of-the-art multiplexing technology works with any existing two-wire infrastructure
- Effectively removes restrictions to POS systems that only work with a two-wire configuration
- No costly rewiring required for implementation
- One small device is installed in the backroom, while UL approved companion devices are installed in the fuel dispenser

### Save on Transition and POS System Upgrades

- Eliminates the need to pull additional wires to the dispenser
- Reduces time and labor associated with changing to a standard four-wire configuration
- Enables freedom of choice to replace your existing POS system with Ruby PLUS Sapphire and Topaz XL that are feature rich and competitively priced

## SMART PUMP ACCESS

VeriFone's Smart Pump Access technology delivers broadband access and remote management using your existing wires for at-the-pump promotions that can change with the speed of your business.

VeriFone's Smart Pump Access, a small device that resides inside the fuel dispenser, eliminates the need to pull additional wires when upgrading sites to include VeriFone POS solutions - Ruby, Ruby/Sapphire or Topaz - saving retailers time, man-hours and margin. Combine this great solution with VeriFone's Secure PumpPAY (SPP), and you have broadband communication to all of your dispensers providing a highly reliable and quick management tool for pricing, promotions and messaging.

### Easy-to-Implement Broadband Communications to the Pump

- Creates a broadband signal that travels across existing wiring
- Patented\* technology communicates through Sapphire site controller
- Eliminates the need to pull wires or run Ethernet directly to each dispenser card reader display
- Replaces wireless solutions that are often difficult to secure

### Run Dynamic Promotions at the Dispenser and Change as Often as Your Business Needs

- Faster connection speeds over broadband means faster promotion updates
- Broadband signal enables dynamic promotions to run at the pay point display
- Make fast promotion updates from a single administration point Download promotions to single or multiple dispenser card reader displays simultaneously
- Update pump promotions without manually accessing each dispenser display individually


### Remote Access and Content Management

- Remotely access to create and download promotions instantly
- Enables just-in-time, custom content promotions that respond to local conditions - weather, traffic, sporting events
- Reduces the need for a dedicated in-store person or team to manage promotions displayed at the pump
- A single Smart Pump Access unit per fuel dispenser controls the displays on both sides



Smart Pump Interface

Smart Pump Access



Take advantage of customer displays in fuel pumps by delivering high impact, dynamic promotions over your existing wiring. VeriFone's patented\* technology delivers broadband services to fuel dispenser displays today.



## Sapphire Provides Advanced Fuel Solutions

### ELECTRONIC FUEL PRICE SIGNS

Electronic fuel price signs allow you to easily change fuel prices on outdoor signage and across the POS (front counter to forecourt) from the back office or remotely. Whether you are in your store, corporate office, or working from home, you can change prices instantly, safely, and accurately—no matter the location or weather.

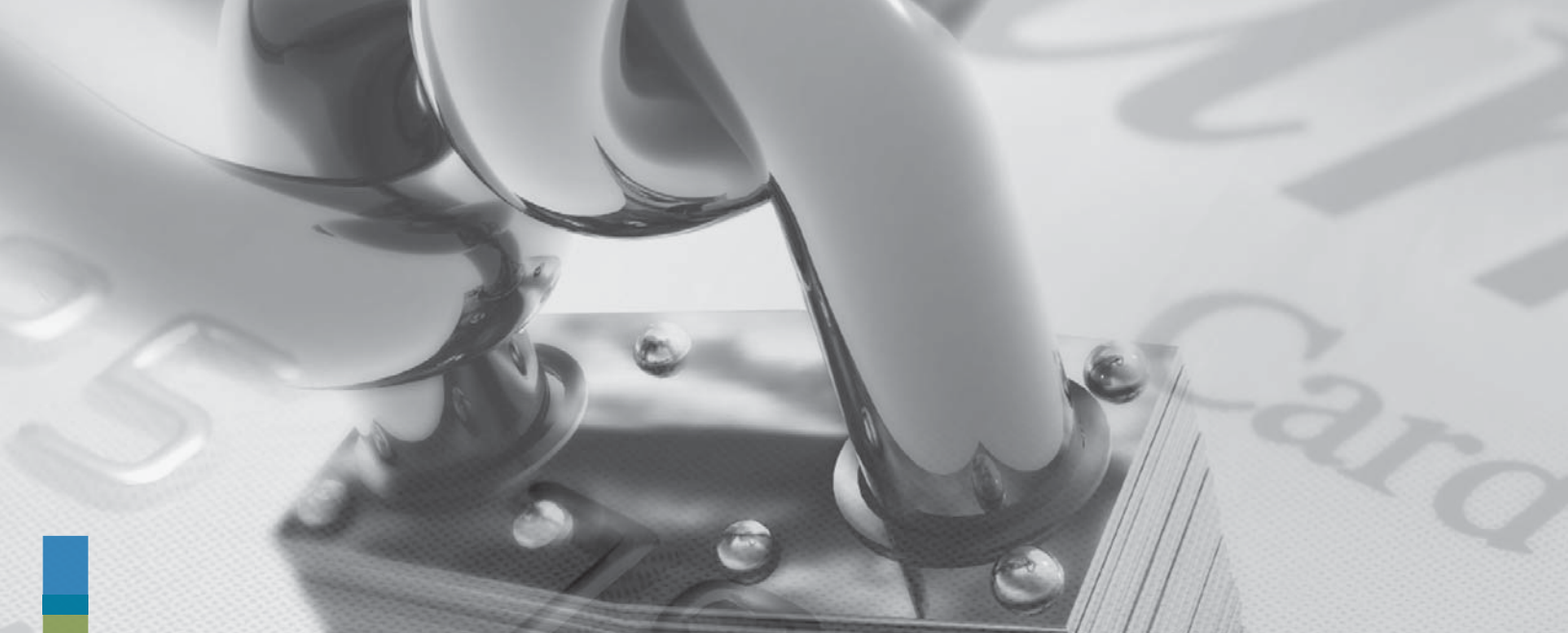
- Helps attract customers with high visibility electronic signage
- Provides the tools to easily, quickly and safely manage price changes
- Reveals fuel variances quickly
- Saves time and money by eliminating manual price marquee changes
- Allows complete control over gallon usage and fuel inventory
- Quickly forecast delivery needs
- Includes real-time data interface with Sapphire

### AUTOMATED FUEL PRICE SCHEDULING

Today's volatile fuel prices often require site operators to make fuel price adjustments several times a day. With Sapphire's Fuel Price Scheduler, corporate users can schedule fuel price changes in advance and take advantage of drive time sales opportunities, or quickly respond in real time as competitors change their prices. Now managing fuel prices across one or all of your sites is simple.

The VeriFone Fuel Price Scheduler application allows you to remotely schedule price changes for fuel products at one or multiple sites. The VeriFone Price Scheduler has two main components:

- **Fuel Price Scheduler**  
The Fuel Price Scheduler is used for setting up and managing sites, for setting or changing fuel prices, and for creating and updating schedules for downloading the price changes to the sites.
- **Log File Manager**  
The Log File Manager is used to view status information for Fuel Price Scheduler transactions.



## VERIFONE POS SOLUTION OPTIONS

Ruby SuperSystem



### Ruby SuperSystem

The Ruby SuperSystem is one of the most reliable and economical point of sale systems in the industry, with unparalleled uptime and performance. Ruby combines card processing, fuel dispensing, dispenser card reader (DCR) control, and ECR functions to meet the needs of fast-paced petroleum/c-store operations—where quick customer turnaround, easy pump control, and accurate record keeping are imperative. The Ruby SuperSystem, combined with custom software, offers Address Verification (AVS), which helps reduce credit card fraud and charge backs, includes Price Rollback (POP Fuel), an in-store loyalty program, supports scanning with interfaces into various back office packages, and much more.

Sapphire



### Ruby PLUS Sapphire

The VeriFone Ruby SuperSystem PLUS Sapphire site controller provides you the competitive advantage of using the latest technology for integrated peripherals, real-time data access, and simplified remote site management tools in order to better understand your business, reduce expenses, increase revenue, and maximize profits—all at a very reasonable price. The Ruby PLUS solution combines card processing, fuel dispensing, dispenser card reader control, reporting and cash register functions to meet the needs of fast-paced petroleum/c-store operations. It offers customers complete reliability for their sites where quick customer turnaround, easy pump control, and accurate record keeping are imperative. Ruby PLUS has a broad range of pump compatibility, easy-to-understand fuel icons and programmable PLU keys to help simplify sales procedures and expedite service at all your locations. Ruby PLUS can quickly read PLUs using a variety of scanning devices and includes a built-in training mode which minimizes the time and cost of bringing new employees up to speed.

Topaz XL



### Topaz XL

The first of its kind in the petroleum and convenience store industry, Topaz XL offers a modern touch screen technology along with a standard 120-key keyboard. For state of the art aesthetics, outstanding cashier productivity, and efficient operations management, Topaz XL provides all of the tools you need for complete store efficiency. This powerful new touch screen POS from VeriFone is a sleek and customizable workstation that is rugged, reliable and easy to learn and use. Topaz's simple interface and customizable control panel allow you to easily tailor screen menus based on your store's unique inventory and sales activity levels. Fuel sales are processed using animated, graphical fuel icons that manage up to 32 fuel pumps at one time.

## WHAT ARE THE PCI SECURITY STANDARDS IMPACTING FUEL RETAILERS TODAY?

### What You Need to Do and When

STEP

1

#### Secure Fuel Dispenser Payments with EPP and TDES

- PCI EPP (Encrypting PIN Pad) Standard
- Affects Dispenser Card Payment Terminals
- Applies to all Debit transactions that originate at the fuel pump
- As of 10/1/07 all new unattended devices must have an EPP
- As of 7/01/10 all unattended devices must have an EPP
- As of 7/01/10 all debit transactions must be encrypted by TDES keys

STEP

2

#### Secure PIN Pad Payment Terminals with PCI PED

- PCI PED Standard
- Applies to devices that accept PIN entry for all PIN based transactions
- As of 7/01/10 all POS PEDs must be VISA PED or PCI PED approved

STEP

3

#### Secure Payment Application Software to PABP or PA DSS

- Affects purchased software such as payment applications
- Applies to POS to Host payment applications and internal data storage
- As of 7/01/10 all payment applications must be PA DSS or PABP approved

## FUEL DISPENSER SECURITY BEST PRACTICES

1. Educate employees about criminal breach techniques
2. Update employee training to include criminal breach techniques
3. Instruct employees to be vigilant in identifying suspicious activity
4. Check the accreditations of service technicians
5. Restrict service technician access to fuel dispensers without management approval
6. Replace standard pump access keys to limit access
7. Periodically audit service logs
8. Retain staff work schedules for an audit trail
9. Maintain unobstructed view of the forecourt for cashiers
10. Become familiar with equipment so skimming devices are easily recognized
11. Perform daily inspections for tampering
12. Install security cameras
13. Install mirrors to improve visibility

For a comprehensive list of fuel dispenser best practices, please visit our website at [www.verifone.com](http://www.verifone.com)

## VERIFONE'S COMMITMENT TO PAYMENT SECURITY

For more than 25 years, VeriFone has lead the industry in payment security, integration, and flexibility and helped petroleum retailers achieve their goals with safe, innovative and reliable end-to-end payment solutions. As an involved member of the International Forecourt Standards Forum (IFSF) and the only payment products company to have been elected to the PCI Security Standards Council's Board of Advisors, VeriFone's global knowledge of payment security standards and certifications is unmatched.

- The only payment terminal manufacturer elected to the PCI Security Standards Council's Board of Advisors,
- VeriFone payment platforms support the most stringent security standards around the world, extending peace of mind to the point of sale and helping simplify compliance.
- VeriFone's MX 800 Series provides POS B level PCI PED approval, which is more secure and more flexible than POS A to meet a petroleum retailers needs.
- Dominating the payments industry, VeriFone offers more than 30 PCI PED approved solutions.
- Weekly Payment Security Newsletter helps retailers get the latest information on payment security news, trends, standards updates, events, and technologies. Email [securepayments@verifone.com](mailto:securepayments@verifone.com) to register today.
- Annual Retail Payments Security Conference is dedicated to providing petroleum retailers the most up-to-date information on payment security standards and new payment technologies, trends and applications.
- [SecureRetailPayments.com](http://SecureRetailPayments.com) website provides a one stop shop for all the accurate and helpful information you need to better understand what is required to fully protect cardholder data from compromise.



VERIFONE SMART FUEL SOLUTIONS