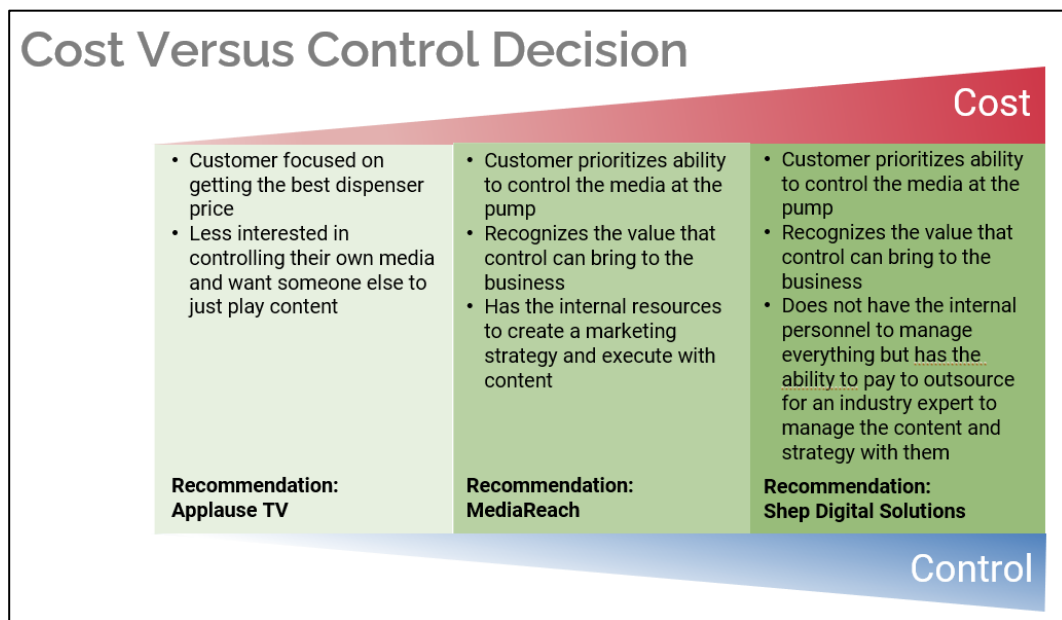# Discussing Forecourt Media Alternatives with Your Customer

DISTRIBUTOR SALES TRAINING REFERENCE GUIDE

Gilbarco offers THREE Media platforms to meet the needs of C-Stores in terms of:

- Control over forecourt media messaging to their consumers
- Level of creation and management of the media messaging
- Cost/equipment subsidies

Cost Versus Control Decision

Cost

• Customer focused on getting the best dispenser price • Less interested in controlling their own media and want someone else to just play content	• Customer prioritizes ability to control the media at the pump • Recognizes the value that control can bring to the business • Has the internal resources to create a marketing strategy and execute with content	• Customer prioritizes ability to control the media at the pump • Recognizes the value that control can bring to the business • Does not have the internal personnel to manage everything but has the ability to pay to outsource for an industry expert to manage the content and strategy with them
Recommendation: Applause TV	**Recommendation: MediaReach**	**Recommendation: Shep Digital Solutions**

Control

Gilbarco Media Alternatives

MediaReach™: Gilbarco Veeder-Root

- Self-Managed Content Management System
- No content or services provided with the tool
- Easy to use portal:
  - Upload images and videos
  - Segment and deliver site specific content with dynamic scheduling
  - Deliver content during idle and fueling
  - Reporting and analytics on impressions
- For the retailer with the ability and willingness to design and run their own forecourt marketing

Shep Digital Solutions

- A fully integrated, turnkey solution provided by a 3rd party managed service provider that will manage content through their content management system
- Works directly with the retailer to help them personalize the shopper experience throughout the customer journey
- Helps retailers engage customers with locally relevant content and increase profitability

Applause™ TV: Gilbarco Partnership with GSTV

- Discounts on dispenser hardware
- Turn-key, content fully provided by GSTV
- 2-2 ½ minute continuous fueling loop
  - 1 guaranteed 8 second retailer spot per schedule (3 per day)
  - Local weather, news, national/regional ads and entertainment in engaging content loop provided

Applause TV with GSTV

Applause TV with GSTV is a fully turn-key solution for the cost-conscious customer with equipment subsidies available to customers committing to an Applause TV contract

- **Special pricing on hardware with 8-year Applause TV Agreements for Distributors in eligible Designated Marketing Areas (DMAs)**
    - Applause TV orders include all equipment to enable Applause TV
        - 10.4" Color Screen Applause Server, BRCM <u>or</u> 8-Port router
        - Server & peripheral Applause TV hardware receives factory MTL + Parts warranty for length of contract
    - Terms & Conditions
        - Applause systems receiving subsidies must be installed and activated within 12 months of shipping date. If not activated within 12 months, the distributor will be charged the difference between the DNET price and the promotional price for all equipment listed n the order placed through this promotion.
- **Contacts**
    - Agreement must be signed for each site before installation and setup of equipment
        - New Agreement: www.gilbarco.com/atvcontract
        - Addendum: www.gilbarco.com/atvcontractadd
    - Support
        - Site creation issues: gvr.gso.ser.serviceorder@gilbarco.com
        - Customer 8-second content creation support and GSTV account management available at: gstvretailer@gstv.com

Applause TV Value Sell

	With Applause TV	Without Applause TV
Hardware	$0	Retailers could spend an additional ~$ 2,000 per dispenser to acquire media components
Maintenance	$0	Content Management Systems can range from $ 600 - $ 2,500 per year per site
Management & Content	• Fully Managed • Fresh content (News, Weather, Entertainment) • GSTV media consultant	Internal resources required to create and manage content and scheduling

Gilbarco Veeder-Root MediaReach

Display the content they want when they want

MediaReach is the new generation of self-managed content management systems designed to help retailers deliver unique media experiences, customized with local messages relevant to each site and consumer. Unlock the forecourt as a marketing channel and reach your customers to drive them instore.

- **Full control of the dispenser screens**
  - Educate consumers and influence their shopping behavior
  - Promote loyalty programs and enable consumers to join on the spot
  - Generate additional revenue by selling advertising to vendors and other businesses

- **Deliver relevant content to each site**
  - Ensure customers see content designed to get the customer inside that store with personalized playlists for each C-Store
    - Tagging
    - Rules-based scheduling

- **Save time with MediaReach**
  - Automated system features allow marketing resources more time to create and execute strategy

- **Increase Marketing flexibility**
  - Schedules dynamically update based on changing site conditions like weather, temperature, income, and time of day

- **When your customer is interested in MediaReach**
  - Connect customer with Gilbarco Sales Representative if more information or a demo will be required
  - Help the customer understand what hardware they have and what deployment method option works best for them
  - Share the link to the MediaReach contract
    - Contract: www.gilbarco.com/mediareach
    - Addendum: www.gilbarco.com/mediareachadd

Shep Digital Solutions

Shep Digital Solutions is a third-party managed services provider that creates content and infotainment to personalize the shopper experience through their own content system.

Shep Digital is an excellent solution for customers who want to provide an elevated experience for their consumer shoppers. This customer is interested in controlling their own forecourt media content. However, they do not have or are not willing to invest in internal resources to create and manage their media.

- **Manages content system on the forecourt and in-store**

- **Ensures quality control**

- **Works with retailers to personalize the shopper experience** throughout the customer journey

- **Creates and provides curated content and infotainment** that keeps customers on-premises and gets them in the store

- **Can provide custom development work** to support retailer goals

- **When your customer is interested in Shep Digital Solutions**
  - Connect customer with Gilbarco Sales Representative who will work with the customer to connect them with Shep Digital
  - Help the customer understand what hardware they have and what deployment method option will work best for them.

How to Deploy MediaReach & Shep Digital Solutions

Feature	Option 1: Encore Experience Cloud	Option 2: Applause Site Server
Enhanced Uptime	✓	
Remote Troubleshooting	✓	
15-minute refresh for content	✓	
4 hour for refresh content		✓
Cat 6 Hardware required	FlexPay IV with Omnia	FlexPay II or IV Applause Site Server
2-wire Hardware required	FlexPay IV with Omnia DCM3/BRCM2	FlexPay II or IV DCM3/BRCM2 Applause Site Server
Required Screen Size	10.4 or 15.6	10.4 or 15.6
Content runs on Idle	✓	
Content Runs on Fueling	✓	✓
ASC Required for Install	*New sites will require Omnia and Encore Experience software installation by tech MDE-5472	*New or not syncing sites require tech install of Applause site server MDE-4699