

# DISTRIBUTOR TRAINING REFERENCE DOCUMENT

## GILBARCO UNIVERSITY

### HELPING CUSTOMERS UPGRADE TO OUTDOOR EMV

COURSE MODULE 1: P1 EMV UPG1 EMV – WHAT DOES IT MEAN & WHAT IS THE IMPACT ON MY CUSTOMER





COURSE MODULE 2: P1 EMV UPG2 EMV – WHEN TO SELL NEW DISPENSERS, RETROFIT KITS & FIELD UPGRADE KITS


COURSE MODULE 3: P1 EMV UPG3 EMV RETROFIT KITS & MEETING CUSTOMER NEEDS

#### WHY UPGRADE TO EMV OUTSIDE?

- Save costs, avoid payment processors' chargebacks and fees once liability passes to non-EMV-enabled sites (October 2020)
- Save installation costs by not waiting until EMV demand outstrips technician availability causing increased labor charges
- Enhance station image to attract customers with new technology and EMV payment security

#### FIRST STEP: DETERMINE WHAT EQUIPMENT YOUR CUSTOMER HAS NOW

CRIND® Platform	Shipped	Card Reader	EMV Approved Card Reader
<b>FlexPay® II</b>	Mid-2012 – Mid-2015	Black, vertical card read SCR-Secure Card Reader Needs upgrade to HCR-Hybrid Card Reader	  <p>Once upgraded to EMV, SCR should show this graphic</p>
<b>FlexPay® IV</b>	Mid-2015 – present	Silver, horizontal card reader Graphic shows chip on card insertion graphic HCR-Hybrid Card Reader – ready to accept EMV chip cards	 

High Speed Communications Choices		
<b>Cat-5/6 cabling from back-room POS control to forecourt CRIND Card Reader in Dispenser</b>	<ul style="list-style-type: none"> <li>• Site Survey</li> <li>• If site already running forecourt media/GSTV site already has high speed communications</li> </ul>	<div style="display: flex; align-items: center;"> <div style="border: 1px solid black; padding: 5px; margin-right: 10px;">           Example CAT5e         </div>  </div>
<b>OR</b>		
<b>BRCM Back Room Communications Module (PA0422 black box with Cat5e connections on front) – one per site</b>  AND <b>DCM or Dispenser Communications Module – one per dispenser</b>		

<b>EMV-Outdoor Certified Point-of-Sale</b>	<b>Contact POS supplier or local network/brand representative</b>
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**SECOND STEP: BASED ON WHAT YOUR CUSTOMER HAS NOW – DECIDE WHETHER TO SELL NEW DISPENSERS, RETROFIT KITS OR FIELD UPGRADE COMPONENT KITS**

Customer Has Now	What to Sell	Notes
<b>Dispenser more than 8 years old</b>	<b>New Dispensers</b> <ul style="list-style-type: none"> <li>• Alleviate increasing maintenance costs (and gain new-dispenser hardware warranty)</li> <li>• Improve site image</li> <li>• Increase traffic to site</li> </ul>	<b>Gilbarco recommends replacing with new Gilbarco Dispensers:</b> <ul style="list-style-type: none"> <li>• SP Tokheim Premier B&amp;C</li> <li>• Wayne Vista</li> <li>• Gilbarco The Advantage, Encore S and Encore 300 where purchased prior to 2012</li> </ul>
<b>Dispensers less than 8 years old</b> <b>OR</b> <b>Customer will not purchase new dispensers</b>	<b>EMV Retrofit Kit, available for:</b> <ul style="list-style-type: none"> <li>• The Advantage®</li> <li>• Encore® 300</li> <li>• Encore® 500</li> <li>• Encore® S Series</li> </ul>	<b>Gilbarco recommends EMV Retrofit Kit to upgrade:</b> <ul style="list-style-type: none"> <li>• Encore S ECIM</li> <li>• Encore 300 (if purchased after 2012)</li> </ul>

Customer Has Now	What to Sell	Notes
<b>Customers with FlexPay II or FlexPay IV and need only a component or two to be EMV-Ready</b>	<b>EMV Component Upgrade Kits</b> <ul style="list-style-type: none"> <li>FlexPay II dispensers with SCR-Secure Card Reader need to upgrade to HCR-Hybrid Card Reader to accept EMV chip cards</li> <li>High-speed communications where not already in site</li> <li>Site may also need POS EMV-Outdoor version upgrade</li> </ul>	<b>Gilbarco recommends Field Upgrade Kits to customers only a component or two away from EMV:</b> <ul style="list-style-type: none"> <li>SCR-Secure Card Reader to HCR-Hybrid Card Reader available for FlexPay II</li> <li>SCR to HCR not required, not available for FlexPay IV</li> <li>FlexPay Connect high speed communications available for FlexPay II and for FlexPay IV</li> <li>Up-sell Option Contactless Card Reader Module available for FlexPay II and for FlexPay IV. <i>Note important difference in chart below.</i></li> </ul>

**Encourage customer to upgrade to Contactless Card Reader to accept increasingly-popular contactless payment (“tap-n-go”)**

**AN IMPORTANT NOTE TO HELP YOU QUOTE CONTACTLESS PAYMENT OPTION**

Customer Has Now	Customer Wants	What the Customer Needs	Notes
<b>FlexPay II – FlexPay Connect V.1 (DCM1, BRCM1)</b>	Contactless Payment Option (FlexPay II UX410)	EK-0PCSCB-02	The FlexPay II Contactless Payment Option Field Upgrade Kit includes the DCM2.2 (required). For sites with FlexPay Connect V.1, the DCM2.2 will connect into the DCM1
<b>FlexPay IV – FlexPay Connect V.2 (DCM2.x, BRCM2)</b>	Contactless Payment Option (FlexPay IV UX400)	EK-0PCSCA-02 AK-0PCSC0-02	The FlexPay IV Contactless Payment Option Field Upgrade Kit does NOT include the DCM2.2

## EMV RETROFIT KITS

- Electronic payment and media components attached to a portion or all of the bezel door with the most current PCI CRIND
- Standard components
  - 5.7" Color screen
  - CRIND electronics
  - Encrypting PIN Pad
  - Hybrid Card Reader
- Available for dispenser models
  - The Advantage
  - Encore 300
  - Encore 500
  - Encore S Series

## TIPS AND TRICKS TO KNOW WHAT YOUR CUSTOMER HAS NOW

Dispenser Model	Tips
<b>The Advantage</b>	<ul style="list-style-type: none"> <li>• Squared payment interface</li> <li>• Payment components beside pump displays</li> </ul>
<b>Encore</b>	<ul style="list-style-type: none"> <li>• ATM-style payment interface</li> <li>• Payment components directly under pump displays</li> </ul>

Dispenser Model	Tips
<b>Encore 300</b>	<ul style="list-style-type: none"> <li>• Metal printer shield</li> </ul>
<b>Encore 500</b>	<ul style="list-style-type: none"> <li>• Plastic printer shield</li> </ul>

Dispenser Model	Tips
<b>Encore S</b>	<ul style="list-style-type: none"> <li>• Keypad off-center versus screen</li> </ul>
<b>Encore S ECIM</b>	<ul style="list-style-type: none"> <li>• Keypad centered versus screen</li> </ul>

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## HOW YOU CAN HELP YOUR CUSTOMER OPTIMIZE THE POWER OF THEIR EMV AND HIGH-SPEED COMMUNICATIONS UPGRADE

**DOES YOUR CUSTOMER WANT TO UNIQUELY CONNECT WITH HIS/HER CUSTOMERS?**

**DOES YOUR CUSTOMER WANT TO GROW HIS/HER BUSINESS?**

**IS YOUR CUSTOMER MAXIMIZING THE MARKETING POTENTIAL OF HIS/HER SITE?**

### **Forecourt Merchandising**

- Increase in-store sales with Applause TV or Applause Self-Managed

### **Contactless Payment**

- Increase business by appealing to millennials and others wanting to pay with next generation payment experiences such as iWatch and other wearable devices
- Enables Near Field Communications Payments
- Available for FlexPay II and FlexPay IV CRIND electronics

### **2D Bar Code Imager**

- Identify customer and his/her purchasing preferences by accepting loyalty program bar code
- Optimize communications and promotions specific to consumers by better understanding their purchasing preferences
- Grow brand loyalty

### **InSite 360**

- Fuel, Forecourt, In-Store
- Maximize site performance by enabling
  - Remote access
  - Visibility
  - Control

