

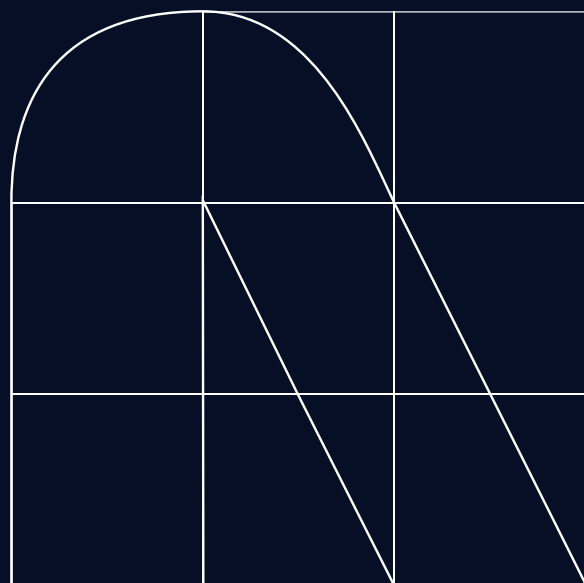


Syntphony Stations

**End-to-end solution for managing Service Station operations, payments and loyalty processes.
Good service, better experience, good trip.**

A dynamic and modular cloud-based solution that intelligently evolves service station management.

Taking advantage of the most innovative technologies, Syntphony Stations optimizes operations, improves customer satisfaction and guarantees adaptability to the different demands that arise in the market.





What is

Syntphony
Stations

In today's ever-changing landscape, the **fuel retail sector faces profound changes** driven by evolving consumer behaviors and emerging fuel types. As businesses adapt to this dynamic environment, **traditional gas stations are undergoing a drastic change.**

Stations are no longer mere fuel providers, but are becoming smart hubs serving digitally savvy consumers.

Leveraging advanced technologies such as artificial intelligence and machine learning, modern service stations **collect valuable data to deliver personalized experiences** and streamline operations.

From automated refueling to seamless payments, these stations are at the **forefront of innovation and redefining the customer experience.** However, amid these advances, challenges remain.

Service stations must evolve beyond visual updates towards conceptual transformations, focused on the needs of the digital consumer. Addressing these challenges and opportunities is crucial to remaining relevant in today's market.

Syntphony Station, the comprehensive service station management solution, helps build a new interactive service model with customers, placing them at the center of the business, to make service stations a very profitable business.

Syntphony Stations solve the challenges of the retail manager, streamlining processes, maximizing margins and introducing innovative service offers. Digital transformation leaders benefit from the **scalability and efficiency** of Syntphony Stations, driving sustained growth and operational excellence. At the same time, the corporate IT director has all the **security and real experience of all our implementations** when designing IT policies, analyzing business requirements and ensuring security.

With Syntphony Stations, **companies can effectively manage administrative tasks, optimize operations and seamlessly integrate with existing systems**, ensuring a ready-made solution for intelligent service station management.



Syntphony Stations is the **modular SaaS solution in the cloud that manages and centralizes information** and all processes (sales, loyalty, payments, logistics, etc.) and devices used at the point of sale of service stations.

We offer a transformative experience. Trusted by leading gas station companies, Syntphony Stations and our consulting services **redefine retail strategies and optimize operational processes.**

We offer **end-to-end coverage** for service stations, ensuring seamless management from every angle.

From improving retail processes and incorporating intelligent systems, to integrating legacy or third-party systems, **adapting to any business need**, establishing a new standard in the industry.

Leveraging cloud and mobile technologies, **Syntphony Stations represent a vision of the future-proof fueling station**, designed for the new era of fuel and energy retailing, where the needs of the vehicles and customers who stop at them are changing and also their expectations, going from being proactive consumers to connected and reactive consumers.

With NTT DATA, service stations embark on a digital transformation journey, **focusing on customer experiences to be more efficient and valuable.**





In the field of software as a service (SaaS), Syntphony Stations offers a comprehensive solution for business management.

As a comprehensive application platform, **it encompasses point of sale (POS) and enterprise resource planning (ERP), customer relationship management (CRM), content management system (CMS), e-commerce, loyalty programs and payments.**

With more than **25 years of experience**, it was designed specifically for cloud deployment and **continually evolves to meet the changing needs of consumers** and new mobile, IoT or artificial intelligence technologies.

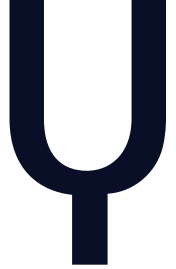
Thanks to its **patented PaaS enabling component**, it is possible to deploy, operate, monitor and manage different applications and services in a very simple, efficient and secure way, and covers various business models in different countries.

With Syntphony Stations, service stations and companies **increase their range of possibilities**. From seamless integration and enhanced control to a unique user experience, our platform streamlines operations and **drives profit and growth**.

Journey into the power of digital transformation with **Syntphony Stations**, where innovation meets efficiency and the possibilities are limitless. **Elevate your business** to new heights, powered by NTT DATA's commitment to excellence and the support of our professionals.

With Syntphony Stations the journey has only begun.





Why

Syntphony
Stations

At Syntphony we design the evolution of the consumer and customer experience at service stations, offering incomparable solutions that distinguish us:

Agility and efficiency

We pride ourselves on our agility and efficiency in bringing products to market, enabling our clients to stay ahead of the competition and capitalize on emerging opportunities swiftly. Quicker time to market.

Flexibility

We offer unparalleled flexibility in adapting our solutions to meet the unique needs and preferences of each client, ensuring maximum satisfaction and effectiveness.

Low-code approach

Embracing a low-code development methodology sets us apart, allowing for rapid prototyping, iteration, and customization without sacrificing quality or scalability.

Comprehensive coverage

Our solutions go beyond the limitations of our competitors, offering a more extensive range of functionalities and services to address the diverse needs of our target market comprehensively.

End-to-End solutions

We offering fragmented solutions, we provide end-to-end services, covering every aspect of our clients' requirements from implementation to ongoing support, ensuring a seamless and hassle-free experience.

Cloud-based modularization

100% cloud solution, modularized, which gives the client the possibility of adapting the solution to their business needs.

Flexible marketing model

Scalable marketing based on consumption ensures cost-effectiveness and maximum ROI.

Industry expertise and integration

Deep industry knowledge combined with seamless integration capabilities provide unmatched value.

Fully integrated

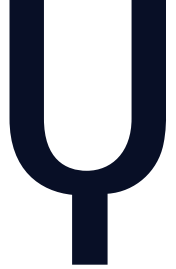
Ability to integrate with external and third-party systems, providing great adaptability.

Syntphony ecosystem

It also integrates with all Syntphony products thanks to its composable product platform, accelerating time-to-market and achieving benefits and cost reductions from the first minute.

In conclusion, Syntphony Stations is not just a technological product, it is a transformative solution. Experience the Syntphony Stations difference today.





Benefits of Syntphony Stations

■ Centralized network management:

Revolutionize your network management by centralizing operations and adapting seamlessly to various business models like COCO, CODO, etc. Enhance efficiency and streamline operations effortlessly.

■ Comprehensive coverage

Ensure full coverage of your station's day-to-day activities and operations, empowering you with insights to make informed decisions and drive productivity.

■ Easy deployment and minimal impact:

Experience hassle-free deployment with minimal disruption to your operations, ensuring quick implementation and rapid results, saving both time and resources.

■ Process optimization:

Optimize your processes for maximum efficiency, leveraging Syntphony Stations to identify bottlenecks and streamline workflows, enhancing overall productivity.

■ Centralized network management:

Benefit from remote monitoring of your filling station network from any location, ensuring real-time insights and proactive management to minimize downtime and maximize uptime.

■ Administration of operating processes:

Gain full coverage of the activities and operations of your station's day-to-day business, empowering you with actionable insights to drive continuous improvement and operational excellence.

■ Real-time monitoring:

Harness the power of a cloud platform for managing all your information, data, processes, and monitoring in real time, ensuring agility and responsiveness to market dynamics.

■ Simple and minimum-impact deployment:

Enjoy installation and start-up in minutes with simple and minimum-impact deployment, enabling efficient and agile mass deployment across your network.

■ Single network accessibility:

Benefit from homogeneous management of your network, regardless of type (COCO, CODO), ensuring accessibility and ease of management across your entire network.

■ Focusing on the Station:

Leverage a suite of modular and independent products that cover all the business processes at the service station, ensuring comprehensive coverage and optimal performance.

■ Projects & locations expertise:

Tap into the expertise of Syntphony Stations' deployed projects and sector know-how, ensuring tailored solutions for your specific needs and challenges.

■ Hardware-agnostic compatibility:

Ensure compatibility with Android and Windows operating systems for any type of device, providing flexibility and accessibility for seamless integration into your existing infrastructure.

Key features of Syntphony Stations

■ Hardware agnostic

Syntphony Stations is compatible with various hardware setups, ensuring seamless integration and flexibility across different devices, empowering users with versatility and adaptability.

■ Real-time information management

Experience the power of real-time management, enabling users to oversee all information, data, processes, and controls instantly, ensuring agility and responsiveness in dynamic environments.

■ Centralized solution management

Harness the centralized management capabilities of the enabler module, allowing users to oversee and optimize the entire Syntphony solution effortlessly, ensuring streamlined operations and enhanced efficiency.

■ User permission management

Ensure data security and access control with robust user permission management features, empowering administrators to assign roles and permissions effectively, safeguarding sensitive information.

■ Comprehensive business process offering

Syntphony Stations offers an extensive array of service station business processes, covering both shop and forecourt operations comprehensively, catering to diverse operational needs and requirements.

■ Customer management and retention

Utilize the loyalty module to manage and retain customers effectively, fostering long-term relationships and driving repeat business through personalized experiences and targeted marketing strategies.

■ Inventory management:

Streamline inventory management with Syntphony Stations, allowing users to track and manage inventory levels efficiently, optimizing stock levels and reducing overhead costs effectively.



Use cases of

Syntphony
Stations

■ Management of the Business Processes of the Service Station Network

Syntphony Stations optimizes the management of service station operations, facilitating seamless coordination of tasks, from fuel management to customer service, ensuring operational efficiency and customer satisfaction.

■ Quick-Service Restaurant Service Management

Enhance the efficiency of quick-service restaurants with Syntphony Stations, offering advanced tools for order processing, inventory management, and customer engagement, ensuring smooth operations and exceptional service delivery.

■ Inventory Management, including Integration with Handheld Devices

Syntphony Stations revolutionizes inventory management for service stations by integrating with handheld devices, providing real-time visibility into stock levels, streamlining replenishment processes, and ensuring optimal inventory control.

■ Management of Loyalty Processes

Streamline loyalty programs with Syntphony Stations, enabling service stations to reward customers, track rewards, and analyze customer behavior, fostering long-term relationships and driving repeat business.

■ Fleet Management

Optimize fleet operations with Syntphony Stations, offering comprehensive solutions for vehicle tracking, maintenance scheduling, and route optimization, ensuring efficient fleet management and cost-effective operations.

■ Payment Solution

Simplify payment processes with Syntphony Stations, providing secure and convenient payment solutions for service stations, enhancing customer convenience and satisfaction while ensuring seamless transactions.



The heartbeat of the business. Listen to your heart.

Syntphony is NTT DATA's technology-asset platform orchestrated for implementing and developing Asset Based Consulting strategy and driving business.

■ We generate business faster

Syntphony is the result of the combined work of NTT DATA's best and most diverse business and development talents, with a deep knowledge of each industry, consistently aligned in the creation of business technological products.

■ We multiply cost-effectiveness

We analyse our clients' use cases; we form the perfect orchestra to achieve their objectives and we add all the value of our consultancy with the best of our products to create unique and personalised solutions; solutions that sound like a symphony to our customers.

