

The service station of the future: between innovation and sustainability

From supply point to multifunctional hub

Filling stations are undergoing a profound transformation, driven by the need to offer an increasingly wide range of services. They are transforming from simple refuelling points into **true multifunctional hubs equipped with advanced infrastructures** (recharging systems, workshops, shops, restaurants, rest areas) and **intelligent technologies** capable of meeting the needs of the most demanding customers.

The transition to the service station of the future faces many challenges: ensuring the security of **infrastructure and data in an increasingly interconnected environment**, adopting **integrated technology platforms**, using **Artificial Intelligence** to improve the customer experience, to offer new services, and for predictive asset maintenance.

Key Trends:

137.504

The number of filling stations in Europe

21.750

The number of filling stations in Italy

44%

44% of filling station customers visit the store

SOURCE: STATISTA

The use of systems based on **composable platforms and Artificial Intelligence**, enables optimized end-to-end asset management, predictive maintenance execution, site security and multi-channel interactions. Personalized experiences based on purchasing behavior or using Natural Language Processing (NLP) for interaction with the customer base, through chatbots and virtual assistants, **improve customer engagement and satisfaction.**

The Value of Technology's Impact

AI-Driven Value

We develop systems that can **predict demand** by analyzing **historical data and developing machine learning algorithms**. This can be predicting fuel demand based on traffic, weather conditions, local events and seasonal trends to optimize stocks and reduce costs. **Or analyzing data from petrol pumps to identify signs of wear and tear in advance using AI**, reducing downtime and planning maintenance.

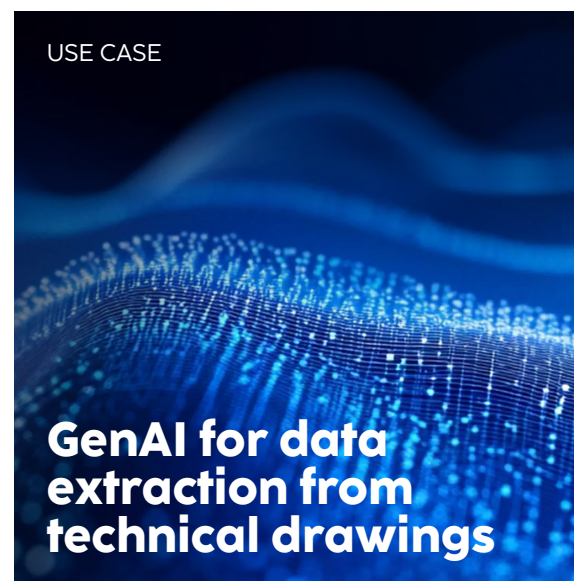
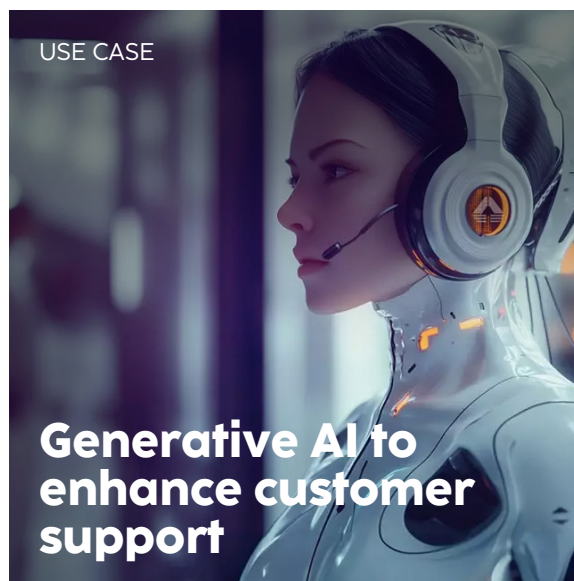
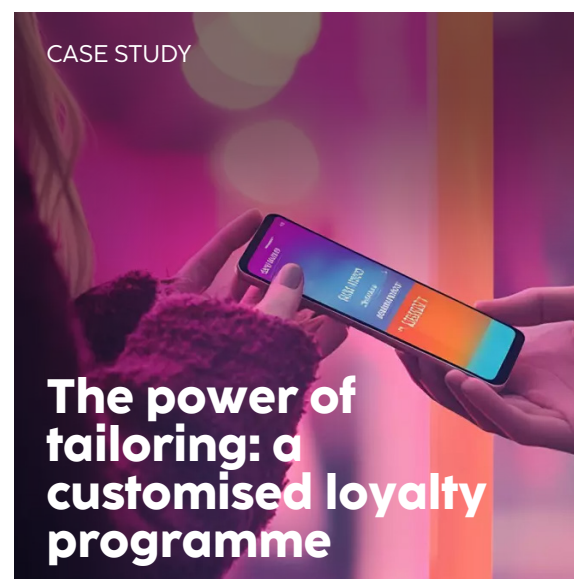
Composable Business

Our **Composable Platforms** enable the timely integration of a multitude of services and devices: contactless payment systems, mobile applications to book an electric recharge, access information on service availability or receive customized offers. **FSM** solutions enable efficient asset management: from petrol pumps and washing equipment to car parks, warehouses, shops and workshops.

Cyber Awareness

We support **the new service station model**, digital and connected, with advanced security services including web application firewalls and APIs, identity and access management (**IAM**), privileged access management (**PAM**) with multi-factor authentication and role-based control (RBAC). We adopt **Zero Trust Network architectures** to verify all access requests, manage network traffic and isolate malware.

Our Toolbox



Our Impact

