

# VOL 3 ISSUE 2 SourceLine



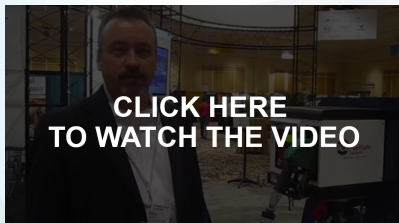
Source™ North America Corporation is celebrating its 35<sup>th</sup> year as the industry's central source for fueling-equipment solutions.



## Texas Facility Celebrates 20<sup>th</sup> Anniversary

Celebrating its 20<sup>th</sup> Anniversary this year, the Source™ North America Texas facility has been delivering quality products and top-line customer service since 1994. Source North America Corporation relies on the Texas facility to provide its distinct fueling-equipment solutions. The Texas facility will be celebrating two decades of commitment to quality throughout 2014.

## Featured Product Ace Tank Fuel Safe



[\(Click here to view video on YouTube\)](#)



## Modern POS Systems Reduce Costs, Generate New Revenue

As the epicenter for a final transaction, the Point of Sale (POS) system is incredibly important for any operation. These systems are consistently evolving to offer more intuitive features, regulation-compliance flexibility and overall ease of use.

The modern POS system is capable of much more than simply acting as a safeguard for cash or a mere processor of Europay/Mastercard/Visa (EMV) payments. It recognizes your best customers, most popular product sales and offers automatic data backup and quick data recovery. If your POS system is not helping you generate revenue and reduce costs, it is being under-utilized.

The days of a POS system simply delivering a calculated amount owed, providing options for payment and issuing a receipt are long gone. The myriad capabilities offered by new state-of-the-art POS systems, which feature customized hardware and software, make employing one of these modern systems as essential as turning the lights on.

Helping POS systems pay dividends are their impressive functionality, which enhances the customer's experience and provides cost savings and additional revenue opportunities. The modern POS system software should provide inventory management, Customer Relationship Management (CRM) and financials. From the status of fuel tanks, to monitoring the lights and activity in a car wash to the products generating promotional sales, and the customers buying those items, a POS system can be a tool for increasing revenue and saving money.

Ease of operation and intuitive functionality are at the center of new POS-system technology. Touchscreens allow for speedy transactions, which can increase volume while also providing an easily seen area for specific prompts and messaging.

With the scan of a card and the data acquired, the process of tracking, trending and creating revenue opportunities is begun. A POS system can recognize if a customer engages in a transaction on a regular schedule as well as track purchases and recommend additional products that are 'like' or 'similar' to what they typically purchase. New systems can monitor the time between transactions of a singular customer, recognize if that period has been exceeded and suggest messaging, email or text, be sent to encourage a return to the car wash, a special loyalty fuel program or a new lottery promotion. The systems also give you an easy way to make your gas stations EMV and Peripheral Component Interconnect (PCI) compliant without having to incur costly upgrades.

For more information on POS systems, please contact your Source representative.

## Stay Informed With Stage II Decommissioning Updates



Source™ North America Corporation is offering a dedicated Stage II Decommissioning Guide on the Source website. Providing the most up-to-date state-by-state/region-by-region information regarding the decommissioning requirements for Stage II Vapor Recovery Systems at gasoline-dispensing facilities (GDFs), the Stage II Decommissioning Guide is a useful tool to stay informed on changes in your region to stay informed on the latest in your region, such as recent change in Illinois and Ohio.

Featuring an interactive map that allows you to select the individual state for which more information is required, the Source™ Stage II Decommissioning Guide is very easy to use. By clicking on a specific state, the Stage II decommissioning status is revealed with additional links that can be accessed for more in-depth information.

[Click Here for More Information on Source Decommissioning Updates.](#)

## Gary Devlin Joins Source North America

Gary Devlin has joined the company as Channel Sales Director. In his role, Devlin will be responsible for heading up the NCR Radiant sales efforts. Devlin brings his 33-year veteran credentials in fueling industry sales to Source North America.

[Click Here to Read Full Press Release.](#)

## Industry Trade Shows



Channel Sales Director Gary Devlin at the WPMA 2014 Source Booth.



Joseph O'Brien, VP Marketing (left) Gary Devlin, Channel Sales Director (right), at the Source booth at PACE 2014.

## Upcoming Trade Shows

### NECSA

#### Booth #329

March 19, 2014

DCU Center

Worcester, Massachusetts

### M-PACT

#### Booth #1201

April 1-3, 2014

Indianapolis Convention Center

Indianapolis, Indiana

### AREE

#### Booth #511

April 29-May 1, 2014

Atlantic City Convention Center

Atlantic City, New Jersey

## Going Mobile: Acceptance Growing For Use Of Mobile Payments

The popularity of mobile payments is beginning to turn the heads of even the most tech-resistant c-store managers and marketing executives. So, how fast can mobile payments impact a business?



In the February 2014 issue of CSP, Dave Banks, whose company made a recent push for consumer use of mobile payments throughout his 600-store Cumberland Farms chain, set what he thought was an aggressive goal of 100,000 users in six to nine months. Banks hit the 100,000 goal in just one month and a few months after the rollout he reached unfathomable numbers — 10% of his total payment mix was 'going mobile.'

The evidence from Banks' story shows the appetite for consumers to use their phones to make payments, organize reward points and enact more secure transactions is definitely there. For the retailer, who could do so much with the data acquired from consumers using their phones for payment, there is every reason to oblige the mobile convenience.

Viable technologies range from near-field communications (NFC) and on-screen barcodes to quick-response (QR) codes. The newest NFC technology offers the most versatile and convenient methods of payment by allowing smart devices to establish communications with one another by touching them together or by bringing them into close proximity. The NFC technology would simplify processes such as contactless transactions, data exchanges as well as the establishment of WiFi communications. Even better, communications between the consumer's smart device and an unpowered NFC chip, called a "tag", is capable of completing the process.

## Cleaner Diesel Fuels Benefit The Environment, But Require More Attention Than Ever

Advanced emission-control systems in modern engines are built to offer a significantly improved air quality coming from the exhaust. One of the primary ways to achieve the highest quality emissions is to burn Ultra Low Sulfur Diesel (ULSD). But with the commitment to ULSD comes more complexity.

The exhaust fumes from a typical diesel engine are much "dirtier" than a comparable gasoline engine's exhaust. Not only is diesel smoke unpleasant, studies have shown it to be unhealthy for humans and the environment. The U.S. government has been active in taking steps to make diesel vehicles much cleaner: the U.S. Environmental Protection Agency has implemented laws that mandate the use of a cleaner-burning ULSD.

ULSD has been refined so that its sulphur content is 15 parts per million (ppm) or less. This is 97% cleaner than the standard highway-use diesel fuel previously sold in the U.S., which contains an average of 500 ppm of sulphur.

Sulphur, a natural part of the crude oil from which diesel fuel is derived, is one of the key causes of particulates or soot in diesel. Soot is the main culprit of diesel engines' noxious black exhaust fumes, and is among the prime contributors to air pollution. The move toward ULSD is aimed at lowering diesel engines' harmful exhaust emissions and improving air quality.

The use of diesel engines in European cars has been an accepted part of the auto culture. The growth of diesel engines in the light-duty U.S. sector has moved from a few models to more than 27 in 2014, with projections for that number to double by 2016.

[Click Here For more information on ULSD](#)