



**RHO** | Retail Head Office

## Actionable network management from a central point



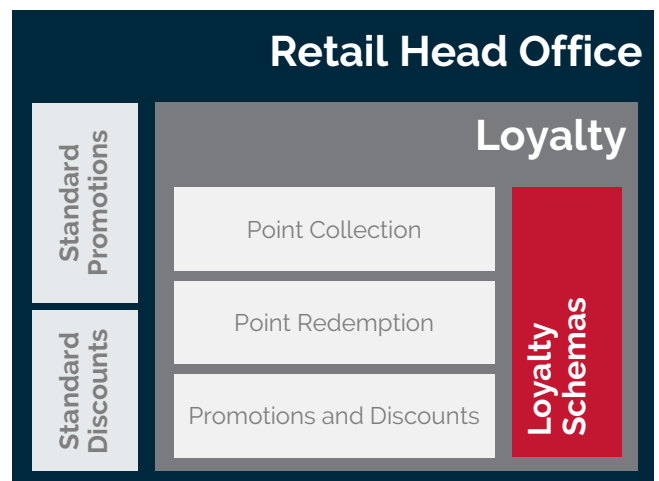
- ✓ Advanced Business Logic
- ✓ Real-time insight
- ✓ Network performance analysis
- ✓ Integrated network intelligence



# Retail Head Office

## Actionable insight into your network

With Retail Head Office, you can easily deploy network-wide loyalty and promotions to maximise upselling efforts



### Central Master Data Management

- Store Definition
- Cashier and Users
- Store Clustering (Region, Area)
- Customer definition
- Item Catalog with Category Tree
- Suppliers Definitions and Assortments
- Detailed Forecourt Configuration
- Complete synchronization with your station network



### Advanced Marketing Functionality

- Central definitions of discounts, promotional campaigns and loyalty
- Cross Marketing capabilities between Group Companies



### Inventory Management

- Wet and Dry Stock Management
- Stocks always up to date
- Out of Stock check



### Analysis & Reporting

- Customized Reporting Tool
- Analysis and reports (charts) per station, geographical area and retail network amongst others
- Report Export capabilities in Excel, PDF etc.



### Central Pricing Management

- Price Matrix
- Set Wet and Dry item prices
- Set selling price of items based on purchase price and a pre-defined margin per category
- Prices are set per station or a group of stations



# Improve your network performance

Retail Head Office (RHO) provides retailers with a clear real-time and centralised view into their chains, allowing them to analyse performance and make the right business decisions. RHO facilitates successful chain management in a competitive and dynamic environment, functioning in various dealership systems.

Working in conjunction with the Back-Office System & LIGO, RHO connects to various sites, synchronizing transactions, prices, inventories, as well as customers to ensure the alignment of data between the station's network and Head Quarters and allows generating reports filtered and grouped by the network's stations. RHO is fully integrated solution which provides additional smart analytics to optimize network performance, pricing, inventories, and customer contracts.



## Business Logic

- Includes the software application which handles the business logic for controlling the petrol station forecourt
- Easy POS integration of complex forecourt business logic
- Usage of a stable and well-proven forecourt application



## Remote Facilities

- Contains an embedded web server.
- Ensures that technicians are only sent to the site when required
- Remote diagnostics can be conducted via the Internet
- Software uploads and downloads of both application and configuration



## Interface Capability

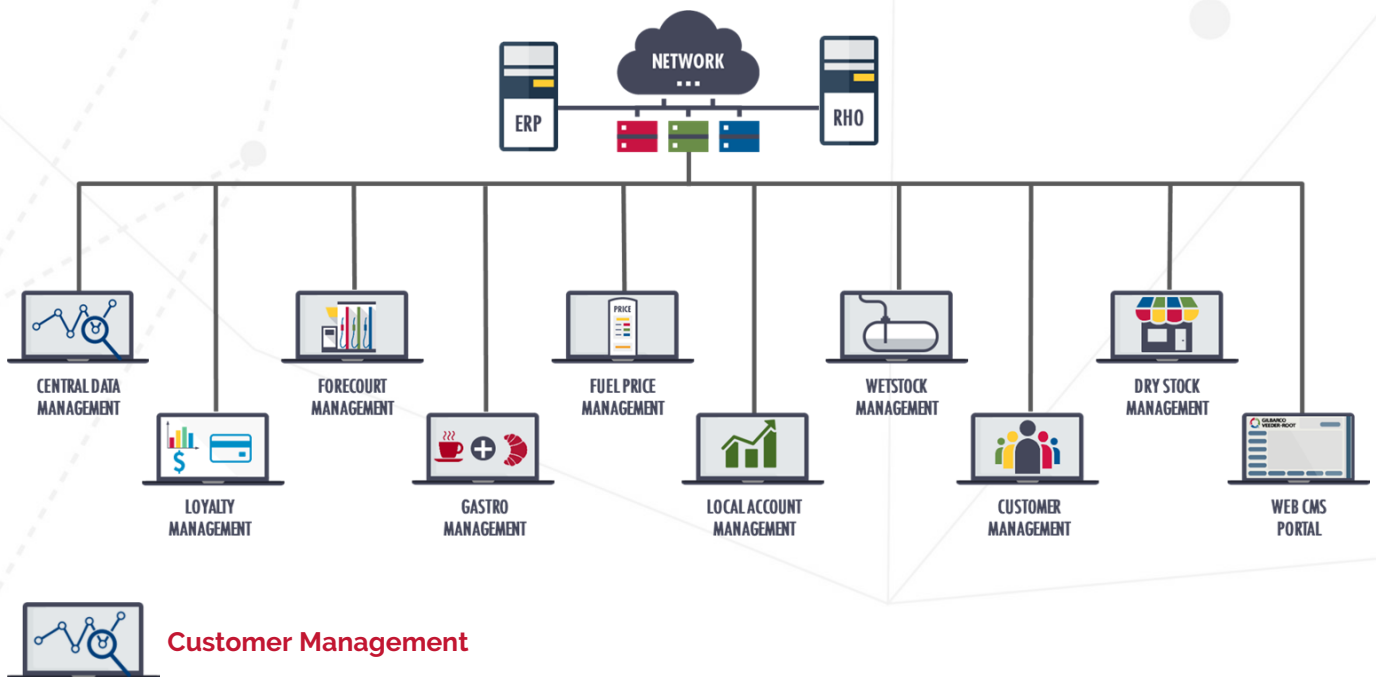
- Interfaces to most forecourt equipment
- Interfaces to more than 50 different pump and dispenser types (including IFSF)
- Payment terminals (cards and/or bank notes)
- Automatic Tank Gauge systems
- Price poles
- Car wash machines
- Automatic Vehicle Identification systems
- Vapour recovery systems,
- Attendant Tagging
- I/O alarm panels (such as oil separator alarms)
- Contains a Fallback switch in cases where the POS system is down



**360° view of your network with aggregated site data to make the right business decisions.**

## Retail Head Office Module Suite

An architecture that addresses all your network management needs



### → Web CMS

This module will let any enabled user to access via browser to a web portal for handling Cards / Vehicles and having all the necessary reports for a correct handling of the fleet.

- User Management and Alerts (SMS / email)
- Restriction Management
- Card Management
- Coupon Management
- Transactions (Credit / Debit / Sales Delivery)
- Dashboards
- Reporting

### → CMS Mobile Payment

Composed of two different parts, RHO infrastructure allows for handling the CMS Mobile payment and Mobile Application itself.

- Web Service for Mobile integration between RHO and stations
- Web Application for sending configurations to mobile applications as: colours, logos, advertisements per cluster of customers, background images, themes
- Mobile application available in IOS (the version for Android is under development) with Secure User Enrolment, Mobile Payment, Transaction Lists, Card / Vehicles consultation, Loyalty data and Station Locator over online map

# RHO Modules Suite

Flexible options to match your business requirements.



## Central Master Data Management

RHO definitions: unit type, tax groups, currencies, reason codes, MOPs

- Store's data:
  - Declaration of all parameters necessary to manage a Service Station from RHO
  - Service Station can be clustered using different criteria
  - Definition of Service Station's business type
- Cashier's definition:
  - Service Station cashiers and attendants are centrally defined and organized in groups in order to ease user right assignment
  - User rights definable in hierarchical levels
- Method of Payments:
  - User definable
  - Status management
  - External Code for 3rd party interfaces (additional development may be required)
  - Possibility to manage instalments (additional development may be required)
  - Link to Loyalty for enabling point collection and rewards (combined with Loyalty Module)
- Forecourt:
  - Central overview of Service Station forecourt configuration (pump, tank, OPT.)
  - Data are retrieved from Service Station via replication mechanism
- Central Reporting:
  - Extended Reporting system with customizable filters and layouts (report types depends on the modules composing RHO)
- Integration (additional development may be required):
  - Oracle via XML (configurable import / export capabilities)
  - SAP (Fuel data export, Suppliers import, Items import)



## Food Service Management

This module allows the definition and production of Bill of Materials for C-Store's Gastronomy section.

- **Standard:**
  - Central definition for Bill of Materials (recipes as cold dishes, Panini, special menus...)
  - Wastage Calculation Definition
  - Costs Definitions
  - Production Management
- **Advanced:**

This module allows the definition of Combo meals and includes:

- Baskets definitions
- Extras definitions (i.e.: Ketchup, Mayonnaise)
- Preparation notes definitions
- 2 Upselling price lists for each basket (i.e.: Big Coca-Cola +30 cents, Maxi Coca-Cola +80 cents)



## Wetstock Management

The Wet Stock Management Head Office enables fuel retailers to view On-Line stock levels across their service stations network and, plan inventory strategy to back up sales and predict fuel shortage to schedule deliveries in advance.

The system measures the amount of fuel delivered into the storage tanks, subtracts the sold amount registered by the Station Controller and compares with the stock level that is left in the storage tanks. Variances between expected stock and actual fuel in stock categorized as losses (due to leaks, evaporation, or theft of fuel). For management and control, various reports such as fuel level and reconciliation reports can be generated.

### → **Standard:**

This module allows Oil Companies to retrieve Tank data from Stores and to perform a complete Tank Reconciliation.

- Automatic and/or Manual Tank Levels
- Fuel Movements:
  - Fuel Purchase Delivery
  - Inventory Taking
- Tank Related reports:
  - Sales reconciliation report
  - Tank Level report
  - Tank Level Exception report

### → **Advanced:**

This module is the complete Wet Stock Management (requires Wet Stock Management Standard) and includes:

- Automatic Deliveries detected from ATG systems
- Water Levels and Density of the Tanks (with relevant probes)
- Fuel Movements:
  - Fuel Purchase Order
  - Fuel Purchase Delivery
  - Purchase Invoice control towards Orders and Deliveries
  - Inventory Taking
    - > Possible Stock Evaluation Costs: LIFO, FIFO, Weighted Average
    - > Negative Stock Analysis
    - > Cost and Shrinkage Analysis
  - Transfer of Fuels from Store to Store with Costs adjusting
- ATG Alarms and Events



## Forecourt Management

- Up to 64 pumps - could be shown on POS per clusters
- Business Service Mode of the Station: Day / Night Mode
- Pump Service Mode available:
  - Automatic Release / Attendant Release
  - Post-Pay (filling stack up to 9 positions)
  - Pre-set/Prepay (Amount or Litres)
  - Manual Release
  - OPT
- Fuel Prices per Service Mode
- Automatic Price Update based on events or scheduled
- Pump Emergency Stop
- Pump specific functions: stop, block.

# RHO Modules Suite

Flexible options to match your business requirements.



## Customer Management

Customer Management is one of the strategic modules of RHO, allowing the handling of Fleets and Private Customers, defining contracts and managing all types of devices, debit or credit, according to specified conditions.

### Definition Layer

- Fleet Contract definitions
- Department Definition (standard departments to be linked to Fleets)
- Fleet Vehicle definitions
  - Limits Definition
  - Credit Limit
  - Product Restriction (for fuel and dry stock items)
  - Time and frequency Limits
  - Stores Restriction
- Discount Management for Wet and Dry Items (conditional / not conditional)
- Balance Control: based on Contract Limit or based on External Limit (from ERP)
- Possibility to associate Loyalty Cards to Fleets or Fleet's devices
- Online and Offline Authorization infrastructure via secured Web Service

### Coupons

- Coupon's Issuer definition
- Coupons allocation to Customers
- Coupons issuing and in-house printing facilities
- Coupons can be:
  - Per Fuel Type and Quantity
  - Per Amount

### Debit Device Management:

- Limits and Restrictions Debit Cards per Quantity (litres of Fuel) and Money
- Function for loading Debit Quantity Cards
- Function for loading Debit Amount Cards
- Debit Cards Balance per Fleet / Card
- Definition of Electronic Wallets Function for moving balances between any Electronic Wallet defined
- Transactions Journal

### Credit Device Management

- Limits and Restrictions at Fleet / Department / Card
- Credit Cards Balance per Fleet / Card
- Transactions Journal

### Billing

- Invoice Control and Transaction Merging
- Discount Management either at POS or during billing phase
- Accounts Receivable capability
- Credit/Debit Note Management
- Reconciliation with the Dealer

### Integration

- Web Services for end to end integration with third party systems (based on REST API and Soap)
- Flexible transaction exports based SSIS scheduled packages
- On line alerts for errors and transactions via Mail and/or Web Services



## Loyalty Management

### → Standard:

The module is a complete package, ready to be used, that allows Oil Companies to build attractive Promotional Campaigns for their Loyal Customers.

This standard module does not support point collection, redemption and gift management.

- Member Management
  - Distribution of cards both from HQ and/or Stores
  - Possibility to register customer info, partly at the store, partly at the HQ
  - Segmentation of Cards / Members
- Campaign Management
- Variety of Discount Promotions for Loyal Customers
- On-line & off-line (DB replication) communication with the POS / Forecourt
- Loyalty Cards usage at the POS and at the Forecourt
- Discount Schemes and Features:
  - Attach different discount schemes to different loyalty card types
  - Segment Campaigns (temporarily get more discount on some of the campaigns)
- Fraud detection

### → Advanced:

This module completes Loyalty Management Standard module, giving all the necessary tools for a detailed Points collection and management.

- Member Management additional features:
  - Transferring points to another card
  - Merging points of different cards (family card management)
  - Enrolment at forecourt
  - Enrolment via Web Services / SMS gateway
- Loyalty at the POS and at the Forecourt: execution, collection and award redemption
- Discount Schemes and Features:
  - Immediate discount at the pump for Loyal Customers by Card Type (i.e.: Regular, Gold, VIP)
- Loyalty Schemes and Features:
  - First time usage definitions (get/don't get discount, earn/don't earn points)
  - Attach different loyalty schemes to different card types
  - Defining points at different levels for each card type / item category
  - Defining the "meaning" of each point (1 point = 1 EUR or other)
  - Segment Campaigns (temporarily, earn more points on some of the campaigns)
- Exception Management:
  - Give 50% additional points on the exact birthday
  - Give 50% additional points on the week of birthday
  - Give 20% more points for university students
  - Give 25% more points for slow-moving items
- Additional Definitions
  - Give points when payment is partially done by points
  - Set the percentage of receipt amount to be paid by points
- Gift Management

# RHO Modules Suite

Flexible options to match your business requirements.



## Dry Stock Management

This module allows Oil Companies to handle in simple way limited number of items such as Oils and Lubricants. Item cannot be managed by structured Categories.

### → Standard:

- Central Definition for Items
- Item status management
- Up to 8 Price types definable in order to have a more flexible and precise price/cost management
- Multiple barcode for the same item
- Item Movements:
  - Purchase Delivery Notes (no Order Management)
  - Inventory Taking
  - Transfers to other Stations and Return to Suppliers

### • Advanced:

- Items Definitions and Management
  - Central item catalogue
  - Structured Category definition up to 5 levels, based on Customer's need and organization
  - Supplier's assortments and purchase price lists and conditions
  - Definition of alternative quantity units and Macro Codes (for example pack of 6 bottles of water)
  - Internal barcode generation
  - Shelf label definitions and printing (BOS Function)
  - Barcode dependent prices
- Pricing Management (Price Book)
  - Price Matrix, powerful tool in order to have under control and manage the pricing for thousands of items in hundreds of Stores:
    - > Pricing per Category
    - > Usable for both Fuel and Dry Stock Items
    - > Definition of Pricing Rules: flexible formula to build the price by choosing source price (for example Last Purchase Cost) and defining the desired mark-up based on Category Level or Item Level
    - > Categorization of Stores (for example, per region)
    - > Categorization of items (for ex., per supplier, per brand, per group, subgroup)
    - > Setting the exceptions from the pricing rules
    - > Issuing the prices and sending them to the Stores
    - > Price update at the Store logic, based on triggers: update at EOD, update based on time schedule
    - > Price Change Journal: list of all historical price updates sent to Stores

### → Centralized Promotions and Discounts Definitions

- Retail Type Promotional Engine
- Groups of Stores (for example North Region, Highway Network, Franchisee...)
- Time Schedule: from date to date, from hour to hour
- Discount definition: Percentage or Amount
- Groups of Items: single items, categories, special item's groups
- Multiple promotion types:
  - > Mix and match
  - > M x N (buy M items and pay only N)
  - > Buy more and get more discount

### → Supply Chain Management

- Current Accounts (Customers, Suppliers):
  - > Central definition for all the Current Accounts
  - > Current Accounts are specialized in C/A Type (Supplier, Stations/Stores, Warehouses)
  - > Current Accounts can be clustered in special functional groups
  - > Possibility to assign Pricing Groups and Pricing Formulas to Customers
- Supplier Matrix is Used to assign:
  - > One or more suppliers to each station, and to define the supplier's assortment towards Stores
  - > Agreed Purchase Prices
  - > Payment terms to the Supplier
  - > Lead time of the Supplier
- Blocked Supplier Matrix/Items not allowed.
- Centralized or Distributed Purchase Invoice Management: invoices can be managed either at Back Office level or at Head Office Level. In the second case it will be possible to handle Purchase Invoices linked to Purchase Delivery Notes of different Stores
- Dry Stock Movements / Order Management:
  - > Items Purchase Order
  - > Items Purchase Delivery
  - > Transfer of Items from Store to Store with Costs adjusting
  - > Perished items management with Reason Codes and additional descriptions
  - > Inventory Taking
    - Possible Stock Evaluation Costs: LIFO, FIFO, Weighted Average
    - Negative Stock Analysis
    - Cost and Shrinkage Analysis
  - > Purchase Invoice Control towards Orders and Deliveries
  - > Hand Held Terminals integration facilities



## Fuel Price Management

This module allows the Oil Company to handle fuel prices from Head Quarter. Prices are sent via replication to Stores.

- Standard Fuel Price Management
- Scheduled Fuel Price Update
- Fuel Price Update based on manual EOD/EOS or scheduled ones
- Fuel Price journal changes



## Local Account Management

- Define Fleets
- Define Credit Limit to Fleets
- Define Vehicles Belonging to Fleets
- Sell Fuel (& Dry Items) via LAM
- Issue Invoice Periodically
- Discount and/or additional charge
- Insert payments of fleets
- Issue reports / statements of fleets

# Retail Head Office

**A comprehensive view  
into your entire  
network.**

For large networks.

Find out how your forecourt could benefit  
from total insight.

Email: [GVR-mea-enquiries@gilbarco.com](mailto:GVR-mea-enquiries@gilbarco.com)

[www.gilbarco.com/mea](http://www.gilbarco.com/mea)



**GILBARCO  
VEEDER-ROOT**