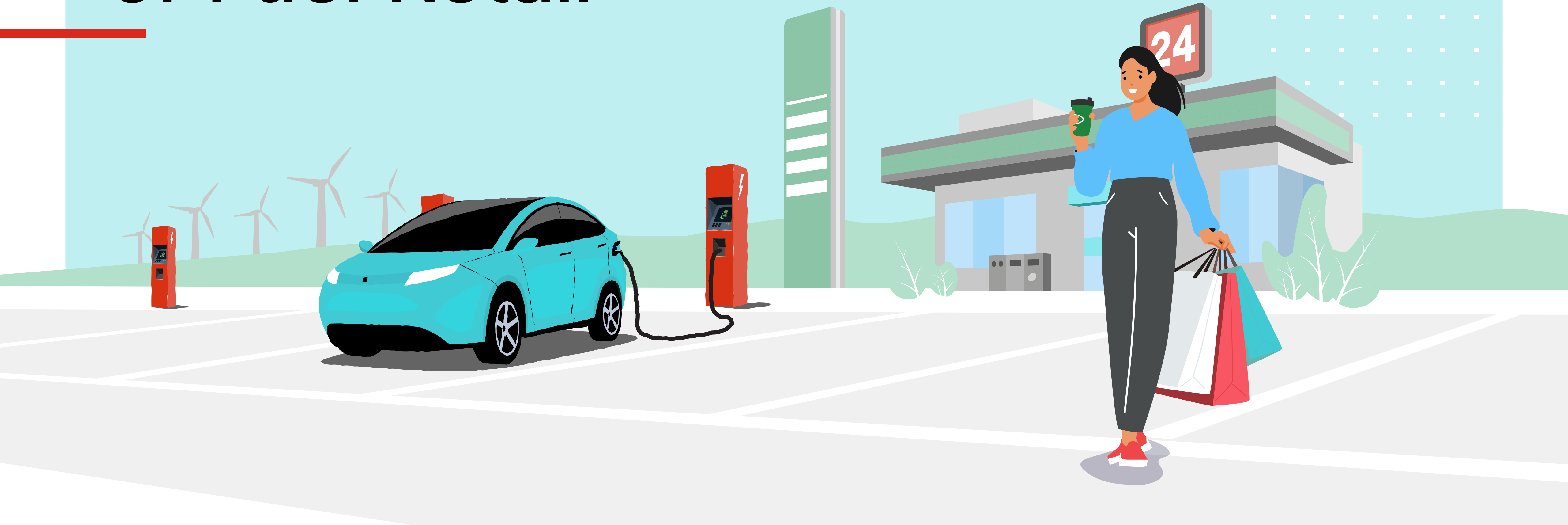


**FORTINET**

# Securing the Future of Fuel Retail



# Make everyday life a **little easier**

**Customers are demanding more and more. They want affordable, secure, and reliable products and services which are personalized and available as and when required. Staying close to the needs of the customer is the foundation of a great strategy for the retail divisions of energy organizations.**

Despite these high expectations, retail business units in the energy industry are at a strong advantage. Unlike other lines of business which are being forced to start from a blank piece of paper, retail has a list of existing resources that it continues to build in the pursuit of recruiting and retaining customers.

From their established brand to an array of networks, to customer loyalty across channels, to physical real estate, the sheer number of transactions taking place or the invaluable data all the assets generate, retail has all the means to be a key player in driving revenue for years to come.

At least **a quarter of fuel stations worldwide** could risk closure by 2035, if their business model remains status quo.<sup>1</sup>



# What to focus on

## Customer-first

In a world of commoditization, how does a fuel retailer differentiate itself? To lead ahead in this new era, retail must adopt a customer-centric model. Rethinking the creative ways of transforming the fuel station as a customer-first retail hub, emphasizing loyalty and personalized avenues by analyzing data, and driving new growth areas beyond the service station.

The increase in EV charging solutions demonstrates a commitment to sustainability and environmental responsibility to further enhance brand image.

1

**71%**

of customers expect personalization.<sup>2</sup>

## Available

Customer experience should be top-of-mind for every energy organization. Technology plays a vital role to ensure not just good but great user experiences.

Connectivity disruptions and downtime at fuel stations impact revenue and is detrimental to the customer experience. Always-on and interconnected devices as well as new services will drive the requirement for high availability.

2

The UK's Public Charge Point Regulations is enforcing a rule that operators must ensure charge points are available

**99%**

of the time.<sup>3</sup>

## Efficient

Retail organizations require intelligent operations, visibility across the network and simplified management to make sure everything runs smoothly. With an increasing number of connected devices, applications, and products it is important to streamline rollouts, optimize and automate operations to reduce costs and effectively deliver the services these important retail locations require.

Data remains at the heart of all critical decisions and helps to improve operational efficiency, productivity across organizations and help drive down costs.

3

A remarkable

**62%**

of consumers require clear information on how their data will be used.<sup>4</sup>



<sup>2</sup> [www.mckinsey.com/capabilities/growth-marketing-and-sales/our-insights/the-value-of-getting-personalization-right-or-wrong-is-multiplying](https://www.mckinsey.com/capabilities/growth-marketing-and-sales/our-insights/the-value-of-getting-personalization-right-or-wrong-is-multiplying)

<sup>3</sup> [www.gov.uk/government/publications/the-public-charge-point-regulations-2023-guidance/public-charge-point-regulations-2023-guidance#:~:text=to%20the%20consumer,-Reliability,points%20of%2050kW%20and%20above.](https://www.gov.uk/government/publications/the-public-charge-point-regulations-2023-guidance/public-charge-point-regulations-2023-guidance#:~:text=to%20the%20consumer,-Reliability,points%20of%2050kW%20and%20above.)

<sup>4</sup> [www.forbes.com/advisor/business/customer-experience-trends/](https://www.forbes.com/advisor/business/customer-experience-trends/)



## Secure

**Customers assume that if they use your infrastructure, then you ensure their safety.**

Customers need to feel reassured that their digital interaction with the retailer can be trusted. Yet retail businesses are a common target of cyber criminals. As digital innovation and the need to provide always-on customer experiences drive an increasing large threat landscape, retail cybersecurity has become critical but also more complex. This complexity is a leading barrier to protecting sensitive data. The ability to prevent, detect and respond effectively to cyber threats across the fuel station is critical to preventing downtime, revenue loss and protecting brand reputation.

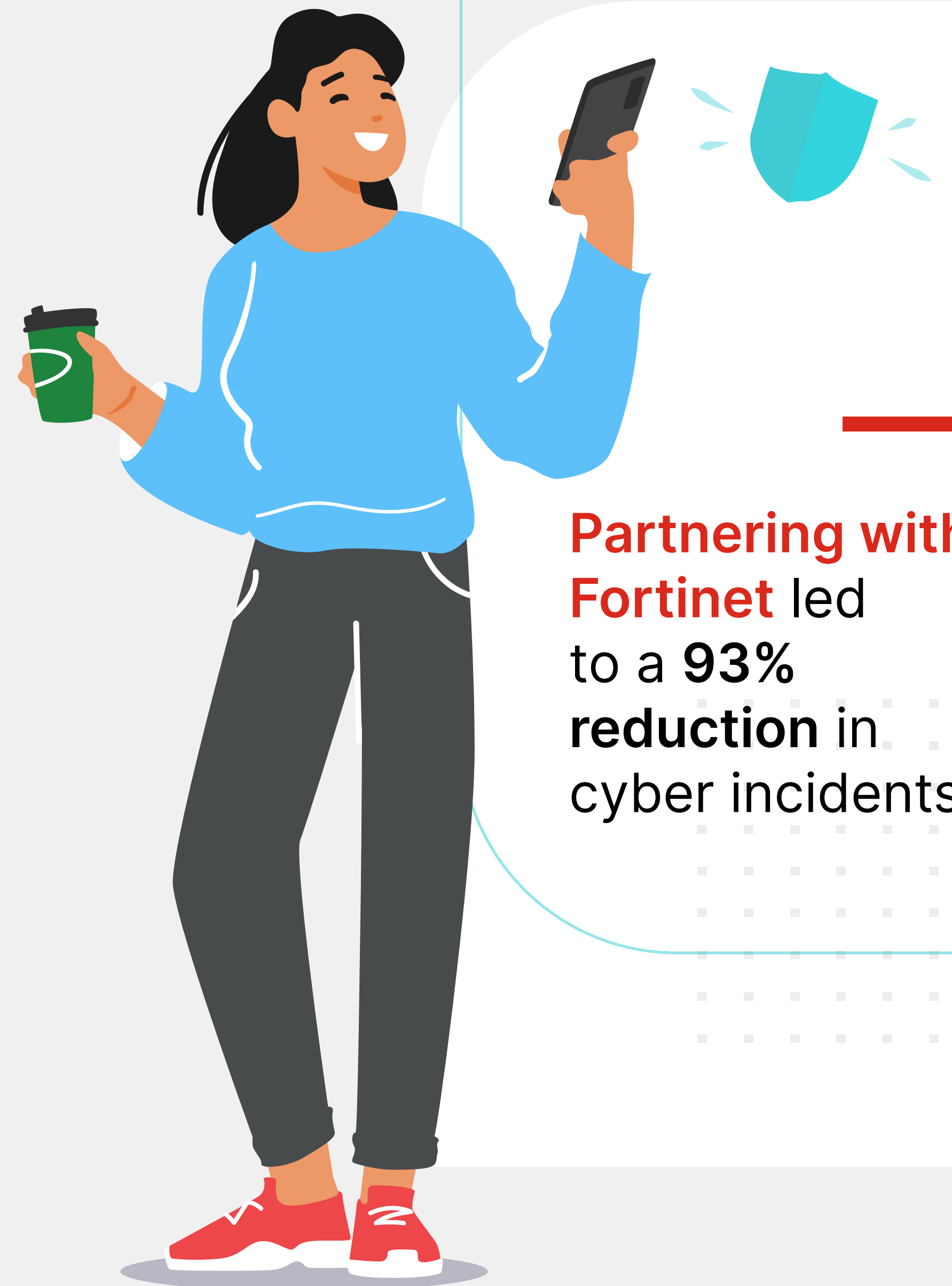
4

## Compliant

**Staying compliant isn't just about avoiding fines. It's fundamentally about protecting the consumer.**

Maintaining compliance to Payment Card Industry (PCI), Data Protection regulations such as GDPR and a long list of regional regulations is critical in maintaining consumer confidence and the ability to trade. Running the business according to best practice and compliance helps to ensure service availability and a first-class customer experience.

5



**Partnering with Fortinet led to a 93% reduction in cyber incidents.<sup>5</sup>**



<sup>5</sup> <https://www.fortinet.com/customers/camanchaca>

# What do organizations stand to gain?

- Lower Costs
- Increased Revenue
- Customer Loyalty and Resilient Reliability



## Lower Costs

A retail business needs to be bulletproof regarding its technology when dealing with the modern customer. Retailers want to make customers happy while decreasing costs. Efficient operations which streamline processes will mitigate the cost of error.

### How does Fortinet help this?

**15x**  
faster  
deployment

of new stores helps avoid \$52,000 in lost monthly revenue per store set-up<sup>6</sup>

**20%**  
cost  
savings

on network management, monitoring services, and equipment leases<sup>7</sup>



<sup>6</sup> & <sup>7</sup> <https://www.fortinet.com/content/dam/fortinet/assets/case-studies/cs-checkers.pdf>  
<sup>8</sup> <https://www.fortinet.com/customers/burger-king-india>

## Increased Revenue

Digital technology is transforming the retail ecosystem. The consumer is connected like never before and maximising insights from all the touch points will allow organizations to always remain close to the customer. There is a need for a secure, flexible, available, resilient, and scalable connectivity. Specifically, an increase in customer touch points, transactions, partnerships, stores, and anything that will help drive revenue.

### How does Fortinet help this?

**Significant improvement**

in running business transactions

**Very low latency**

in business transactions experienced by users and customers



**Seamless**  
Network visibility

**Single-pane-of-glass view** of the entire network

**99.7% uptime** since deploying Secure SD-WAN with Fortinet<sup>8</sup>

# Customer Loyalty and Resilient Reliability

Customers will remember the experience than the actual product. Any point of interaction that isn't reliable for the customer will lead them looking elsewhere. In the short term, that will be a direct financial impact onto the organization.

In the long term, that customer may not be coming back. Guaranteeing availability and reliability as much as possible will protect margins, improve customer experience, and create the user experience which the modern consumer desires.

**The increased digitalization** also serves up options to better upsell to the customer, further enhancing margins.

2 years ago, **14.5% of EV drivers** were unable to charge at a public station. Now it's **increased to 21.4%**.<sup>9</sup>

**1 in 4 consumers** won't do business with your company following a data breach, limiting future revenue.<sup>10</sup>

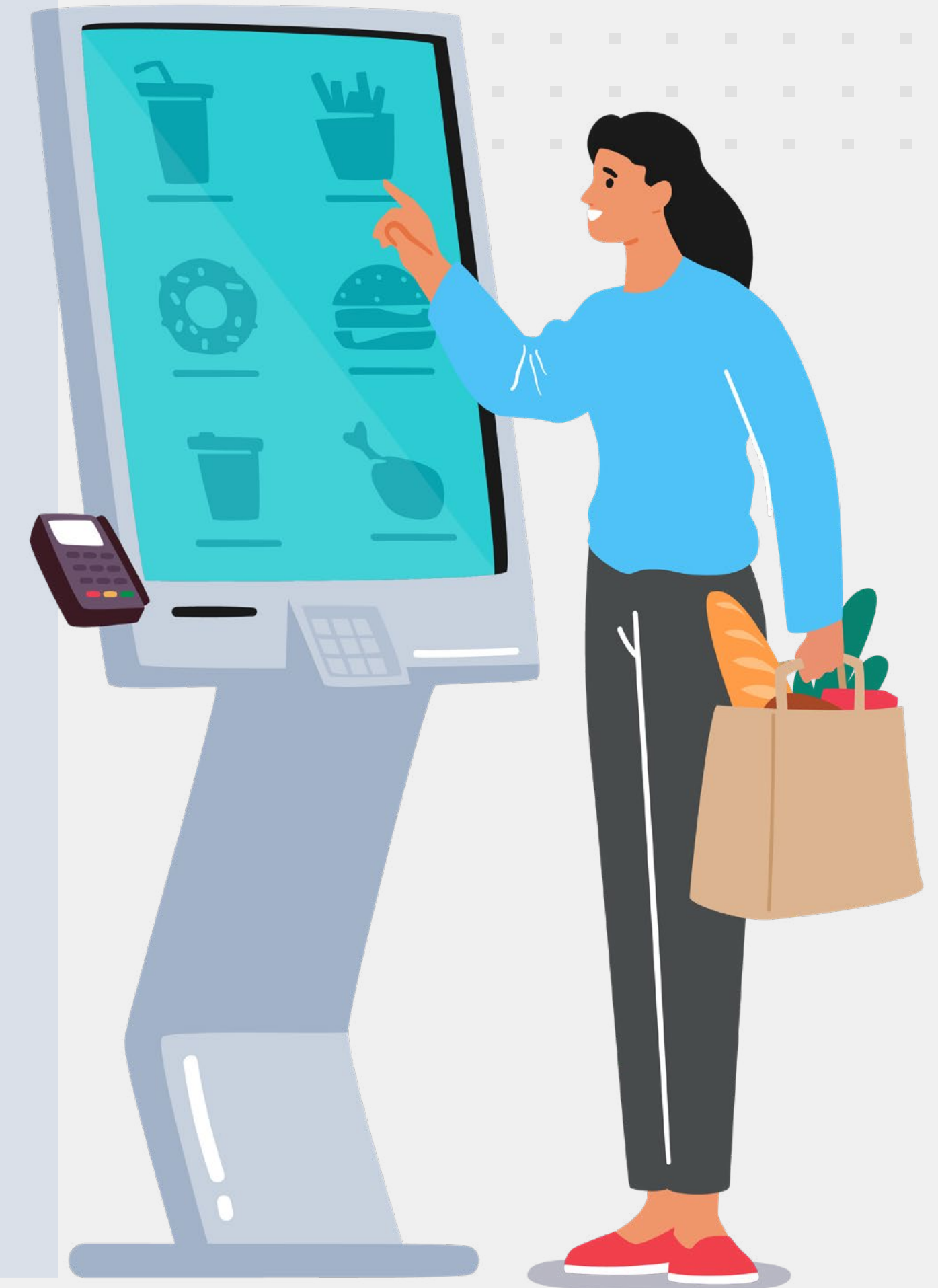
In higher-risk industries like retail, average cost of downtime tends to be over **\$5 million** per hour.<sup>11</sup>

## How does Fortinet help this?

Up to **480% improvement**

in branch connection reliability helped avoid £13,000 in lost monthly revenue per store<sup>12</sup>

**Provides high availability and centralized management at scale, with full control over security**<sup>13</sup>



<sup>9</sup> <https://www.governing.com/climate/why-do-so-many-ev-chargers-across-the-nation-not-work>

<sup>10</sup> <https://trilio.io/wp-content/uploads/2022/08/true-Cost-of-Downtime-infographic-1.pdf>

<sup>11</sup> <https://www.pingdom.com/outages/average-cost-of-downtime-per-industry/>

<sup>12</sup> <https://www.fortinet.com/content/dam/fortinet/assets/case-studies/cs-the-paper-store.pdf>

<sup>13</sup> <https://www.fortinet.com/content/dam/fortinet/assets/case-studies/cs-checkers.pdf>



# Why Fortinet?

Secure customer experiences at the speed of business





# The partner of choice to lead you into the new era

**Fortinet offers retailers a broad set of network and security technologies that are seamlessly integrated and automated with the Fortinet Security Fabric.**



For retailers seeking to address a number of use cases—ranging from creating omnichannel shopping experiences, to protecting customer from physical and cyber harm, to improving the efficiency of business operations, Fortinet solutions solve the major network infrastructure and security issues.

Fortinet's rugged devices offer durability against harsh conditions like extreme temperature, humidity, shock, and vibration.

High-performance solutions with both best-in-class network and security capabilities from Fortinet address a wide range of retail use cases.



## Spotlight on **Fortinet SD-Branch**

Fortinet's Secure SD-WAN and SD-Branch solutions integrate with network elements such as WAN, LAN, WLAN and cellular data connectivity to deliver the most secure and manageable remote branch in the industry. Fortinet's Secure Networking integrates networking services into the security infrastructure and Zero Trust principals to deliver convergence and consolidation to the branch services.



# Retail must deliver, reduce costs, stay agile.

**There is an increased number of demands on organizations to produce more with less. The retail business model within the Energy organization has shifted and will continue to do so.**

Fortinet is working with numerous Retail organizations across the globe to meet these demands. Our dedicated teams, award-winning technology and commitment towards organizations reaching net zero makes Fortinet a strategic partner of choice.

According to Fortinet research, **11 of 13 Fortune 100 retailers use Fortinet solutions** for their network security.<sup>14</sup>



**Partner with a leader in  
networking and cybersecurity  
to drive forward the future  
of tomorrow, today.**



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