



Source
Retail Sales Solutions

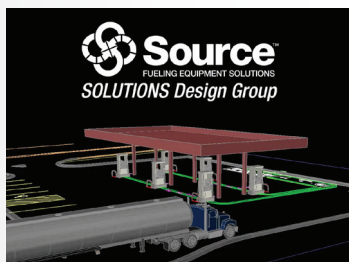
Forecourt Solutions for the Future of Fueling

Source North America's Retail Sales Solutions team is dedicated to helping station operators future-proof their forecourts.

We invite you to visit our [Retail Sales Solutions page](#) to browse a selection of products from Wayne Fueling Systems, Verifone, Red E, Square D and other leading equipment brands.

Don't Miss Our Special Promotions!

And be sure to visit our [Retail Sales Solutions Promotions page](#) to check for promotional offers.



Plan Your Fueling System with Source

The Source SOLUTIONS Design Group helps fuel site decision-makers and their project partners develop aboveground and underground fueling infrastructure plans:

- CAD drawings
- Specifications lists
- Compliance confirmation
- And more!

To request assistance, visit the [SOLUTIONS Design Group webpage](#).



Everybody's talking about artificial intelligence (AI). The extent of its impact on retail operations is still evolving. Here are just some of the ways AI is already transforming C-store operations.

1. Pricing and Inventory Management

From optimizing fuel prices to adjusting the pricing of C-store products to meet consumer demand and competitor considerations, AI is driving continuous pricing improvement inside the C-store and on the forecourt. Advanced AI pricing programs become "smarter" over time.

AI also makes it possible to automate inventory management with a high level of accuracy. AI examines a variety of factors including sales data and weather forecasts to predict consumer demand and to help make sure the right products are in stock.

2. Personalized Customer Experiences

With its ability to study buying habits and customer data, AI enables retailers to serve customers promotions and offers tailored to their preferences. This helps increase sales and customer loyalty.

3. Instant Threat Detection

AI-supported surveillance systems continuously monitor forecourt and C-store activities to detect questionable behaviors. These systems can recognize license plate numbers and track suspicious movements. They can also detect safety risks — such as unattended nozzles and fuel spills — and alert personnel in real time. AI fraud detection systems can help prevent fraudulent transactions and data security breaches by discerning unusual purchasing activities.

Although AI creates efficiencies, those efficiencies don't necessarily equate to a leaner workforce.

"We've actually seen the opposite with our customers, where enabling AI requires more headcount instead of less. There's a lot of capabilities that get unlocked and still require people to manage them," said Tim Arits, CEO of a retail personalization platform, in a [Petrol Plaza article](#).

Learn more about the future of AI in this [CStore Decisions article](#).



Major Oils Expand Their Offerings

Major oil companies are branching out beyond their traditional oil focus to pursue lower carbon fuel solutions.

[Chevron Renewable Energy Group](#), a pioneer of bio-based diesel, launched [EnDura Fuels™](#), a complete line of lower carbon fuels in 2022. Additionally, the company is teaching fleet operators how to effectively use biodiesel and renewable diesel in cold weather. Learn about cold-flow parameters, how to select biodiesel blends for cold weather, storage and additive tips, supplier considerations and more in this [white paper](#).

[Marathon Petroleum Corp.](#) and [ADM](#) opened a soybean processing complex in North Dakota. The facility will source and process local soybeans that will be used exclusively by Marathon as a feedstock for renewable fuels, specifically, renewable diesel. Learn more in this [CStore Decisions article](#).

DFS Fuel Dispensers To Meet PCI6 Standard



[Dover Fueling Solutions](#) (DFS) announced that new models of its Wayne Ovation® and Wayne Helix® dispensers with the Wayne iX Pay® Secure Payment Platform will be compliant with PCI6 payment security requirements.

Please contact our [Retail Sales Solutions team](#) with questions or to learn about the new payment security protocol.

We Hope You Will Join Us at the Source University Training Center!

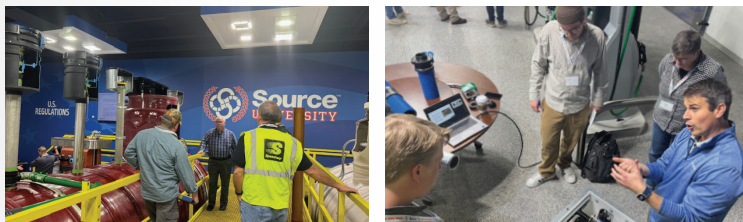


We are ready for another fantastic year of growing, connecting and learning at the Source University training facility in Arlington, Texas.

With its UST display that represents California regulations, a UST display that represents standards typical of the rest of the United States, and a Wi-Fi-enabled classroom, the training facility has filled a gap in fueling system education.

The training facility provides an opportunity to drive important fuel industry initiatives forward, such as:

- Conducting equipment orientation
- Hosting a certification course/service training
- Advancing compliance education
- Hosting a workshop or seminar



In 2023, we expanded the exhibit area to showcase additional fueling equipment. An aboveground storage tank and two methods for dispensing fuel in commercial and remote applications joined our displays of retail dispensers, piping, containment, venting and monitoring equipment.

To inquire about setting up an event at the training center or to take a 360° tour of the training facility's classroom amenities, please visit [the Source University Training Center web page](#).



Watch Our New Video!

What's it like to visit the Source University training center?

Watch this [customer testimonial video](#) to find out.

You're Invited to Visit the Source Booth at These Trade Shows



WPMA

Feb. 20-22 | Las Vegas, NV
Booth 921



Southeast Petro-Food Marketing Expo

March 6-7 | Myrtle Beach, SC
Booth 317



2024 Spring Tip-Off

March 29 | Boston, MA
Encore Boston Harbor



M-PACT

April 2-4 | Indianapolis, IN
Booth 709

Upcoming Industry Events



NACS State of the Industry Summit: This will take place April 3-5 at the Hyatt Regency O'Hare Chicago in Rosemont, IL. In addition to offering a preview of the consumer, financial and operational data that will be released later in the year, the event will include a retailer/stakeholder strategy session (separate registration for limited seating is required) and Technology Solutions Center.

Register [here](#).



Transportation Energy Institute (TEI) Annual Conference: The TEI 2024 conference will take place May 13-15 in Minneapolis, MN, and it will include the following sessions:

- A Data-Centric Perspective on the Light Duty Vehicle Transition
- Transitioning Fleets to Zero Carbon
- Building a Viable EV Charging Network
- Electricity Reliability in an Increasingly Electrified World
- Future of Low Carbon Fuel Standards
- Biofuels – The Near-Term Solution?
- Carbon Capture – Real Opportunity or Sleight of Hand?
- What's Next? The Viability of Long-Term Solutions
- Who is Driving and Why?
- Transportation Equity – Leave No Driver Behind

Register [here](#).