



Name of the client- ESSO

Line of Retail – Forecourt

Caselet brief

Organization summary – Oliufelagid ESSO is the largest provider of fuel and oil-based products to the business sector. The company also offers variety of other industrial goods. Among the brands distributed & represented by the company are ESSO, Mobil, Tork, Kamasa, Euro Roller, Cofra, Teroson and Plastic Padding. The company employs around 400+ people.

- Sales/Fuel services to large customers such as marine operators, airlines, constructors, machine shops, lubrication stations & industrial companies.
- Sales/Services of Industrial goods, equipment materials & operational items to business sector.
- Operations of ESSO supply stores & lubrication stores
- Sales/ Service of gas & related equipments

Challenges -

- Create a retail solution for their fuel stations & independent agents all across Iceland
- Connection to XAL Head office system, Central update of fuel prices
- Loyalty card system integration
- Simplify the learning curve
- Business requirements at the sites include unmanned sites to full scale stores, including quick service restaurants with multiple POS terminals
- One single application to manage their forecourt to retail operations

Solution

LS Retail POSIS helped ESSO solve problems, improve customer service and maintain market lead.

"We at ESSO have been using POSIS since 1998 with excellent results. By implementing POSIS, we managed to solve many problems associated with previous systems. It is our policy to constantly improve customer services and the deployment of POSIS in our petrol forecourts allows us to maintain our position as market leaders."

Steingrimur Holmsteinsson, IT Manager, ESSO
