

WHY YOU SHOULDN'T WAIT TO UPGRADE YOUR FUEL DISPENSERS TO SUPPORT EMV PAYMENT

1

WAITING WILL CUT INTO YOUR PROFITS

EMV chargebacks, increased fraud and customer loss.



2

THE ROI IS IMMEDIATE

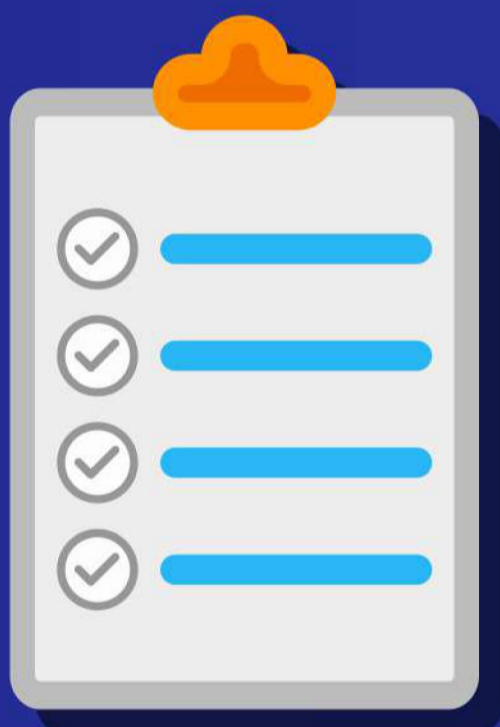
Upgraded technology means forecourt refresh, satisfied consumers and reduced chargebacks.



3

THE LIABILITY SHIFT IS JUST AROUND THE CORNER

October 2020 marks the compliance deadline, meaning your business is now liable for specific kinds of card fraud at the pump. Liability shifts to the party in the payment chain with the least secure payment technology.



TECHNICIAN AVAILABILITY IS GOING TO SHRINK AS THE LIABILITY SHIFT NEARS

There are only an estimated 750 Authorized Service Organizations (ASOs) in the U.S.—and there are 154,000 gas stations with an average of 6 pumps per station. As a result, getting scheduled prior to 2020 is a big factor to being compliant by the deadline.

4



YOU CAN DEFRAY SOME OF THE COSTS

By connecting your gas pump with high speed Secure Wireless Ethernet, you can deploy media networks for advertising revenue—which will recoup your initial investment costs and provide revenue for years to come.

5



IT TAKES TIME TO COMPLETE DEPLOYMENT

Experts recommend allowing up to six months to finish an upgrade project, so start now and deploy faster with the Secure Wireless Ethernet Forecourt option.

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