

Mobility Plaza®

Case-studies: Mobile payments as multi-industry gamechangers

If your fuel station has not yet introduced a mobile application for fuel payments, you might be 2 years behind in the application development process. Possibly even risking losing some of your regular customers already changing to other fuelling stations.

Many research reports show that the increase of contactless mobile payments has been rapid, and this applies to station refuelling, c-store purchasing, and many other Industries. Updating and changing to adapt to already working solutions from fuel station payment app developers is simple and quick.

This article covers just a few examples how mobile payments can be industry gamechangers in different, and surprising, sectors.

The goal of a fuel station is to sell fuel and goods "on-the-go" and not to become an actual app developer, investing and wasting valuable selling time



How different industries can benefit from mobile payments & cloud-based app management and usage.

Hardware as a service is not an option anymore. Companies must start looking for ways to replace physical equipment.

Mobile payments today can already replace different token and fuel card systems in non-public fuelling situations. Which means it won't be necessary to install and purchase or rent an outdoor payment terminal and a physical forecourt device controller.

Fleet only fuelling stations need only three things: a **dispenser, wetstock, and Cloudics**. That's it! No more hassle with finding a place for a forecourt controller or installing an outdoor payment terminal.

A hardware free concept is a perfect fit in places where setting up a full-scale station is not reasonable, or physically possible. However, you still want to offer the highest level of service. The keyword is INNOVATION, which comes combined with other technological possibilities in the station.

Other industries examples

- **Cloudics in Agricultural Services**

A brand-new combine-harvester costs between **330,000-550,000€!!** In the agricultural industry, every minute counts due to the small time-frame for harvesting crops. This is why gaining those extra minutes using a fast fuelling verification option can be crucial.



From the words of a Cloudics user – *“during rainy days, it is really convenient to start the pump while*

being in the harvester." It means the driver can get on with starting the refill with no hassle, go straight outside after the verification, pick up the nozzle and start filling.

- **Cloudics for Road Construction**

Highway building projects use enormous quantities of fuel and have a need for an effective fuelling to beat the clock (saving time = costs saved).

The maximum speed of a road rolling Machine is **10km/h**! This means if a fuelling station is located 10 km from the roller... You can do the maths and calculate costs.

Astro Baltics Cloudics can overcome many problems. For example, it replaces the need for having any extra material, cabling, outdoor payment terminals or LAN connection, etc. A moveable fuelling station can be moved around when the road construction proceeds a few kilometres/miles forward.

The big cost savings come in that the station itself can be transported easily to a new location without the need of installing any outdoor payment terminals or any other systems.

- **Cloudics in Waste Management**

The working hours of a garbage collection truck is often from 6:00 to 22:00. During this time, the garbage trucks need to empty all the bins that are on the route. Every extra minute could mean that today's work will end up extended into tomorrow, and then the cost snowball starts to roll. This is why fast fuelling process is so important.



The Astro Baltics Cloudics Systems are already helping waste management companies to reduce their operations time. For the fleet management side, the data how much fuel was used, in what route, and

which vehicle – is all covered using the Cloudics back-office.

In all the above cases, the station operator can rely on Cloudics.

1. **It is the fastest way to install the station.**
2. **It has already been proven in many different projects and situations**
3. **Just push one button to see the overview of fleet fuel usage and km and control it digitally**
4. **No need to purchase an outdoor payment terminal (or any other payment device)**
5. **Maintenance can be easily achieved from a distance**
6. **Setting up a fuelling station costs much less and uses more advanced all-round beneficial technology**

Cloudics Goes International

A first fully cloud-based B2C station was set up in Austria during the pandemic. What was different and very beneficial – it happened during a really complex time of COVID restrictions, which meant that most of the installation/setup was done at a distance. This has always been the target of Astro Baltics.

This Cloudics Austrian station has the full functionalities of a cloud-based solution including **license plate recognition** as a verification method. Which means that once you have registered as a user with your card details and car number, you just simply need to drive to the station, confirm your location and you can start filling. No need to select the pump or to use positioning. This, we believe, will be the future in most of the stations in Europe. Our Austrian client was the first one to offer this for their end-customers in Austria.

Cloudics in a B2C Fuel Retail Chain

Terminal Oil in Estonia is a B2C chain that has implemented our Cloudics solution in 24 stations. At first, it was tested with just two stations and in one lane. It took only a month to realize that all the stations need this function and service due to customer demand. Astro Baltics activated all the other stations in just a few days – this is how easy it is to install Cloudics mobile payment systems!

How End-Customers have accepted Mobile Payment in Fuel Retail

It has now been less than a year since we introduced our Cloudics Mobile Payment Systems in fuelling stations. Today we can say that it has been a resounding and great success. With a retention rate of 92.2%, which has subsequently significantly increased customer loyalty. What we at AstroBaltics and our direct clients have learned is **the importance of offering REAL benefits for app users.**

[Contact Priit Pint at AstroBaltics](#) for more information or see it yourself on our webpage:

astrobaltics.eu/en/cloudics-fuel.


Looking forward to hearing from you and helping you in your future technical advancement!

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