In addition, the company wanted to integrate its cash register system with the digital signage solution they had in mind. Scala partner TL 2011 (TL) proved to be the best choice for Petrol in achieving these goals.

Matjaž Loborec, C.T.O. at TL stated: “Petrol did very thorough research during their system selection process. After investigating various options they concluded that Scala fully met the demands of Petrol and was primarily chosen for its flexibility; illustrated by the perfect integration of the cash register system with the digital communication network.”

“Scala fully met the demands of Petrol and was primarily chosen for its flexibility; illustrated by the perfect integration of the cash register system with the digital communication network.”

Matjaž Loborec
Value added services that meet the goals

During the installation phase TL worked closely with Petrol’s IT department to ensure that all goals that were set were exceeded. This cooperation and the usage of Scala software has resulted in a remarkable network.

30 Slovenian Petrol service stations are now equipped with a total of 400 screens, that are all powered by Scala software. The eyes of customers who are filling up their cars at Petrol’s gas stations, are caught by small screens integrated in the gas pump installation. These screens are weather-resistant and display advertisements of products that are sold in the station’s store.

Depending on the size of the store, customers entering are welcomed by either one or two full HD screens displaying advertisements for products and services. When shoppers are ready to pay, a screen at the cash register displays an overview of the items the shopper wants to purchase. The screen content is updated every time the cashier scans a product.

It displays additional product information if the customer buys, for instance, lottery tickets. The information includes content such as previously winning numbers or an overview of the lottery numbers the customer is about to purchase.

Alain Bodenstedt, Area Sales Manager at Scala states: “TL cooperated closely with Petrol, resulting in a smooth install path for the network. By choosing Scala, both companies ensured that it was possible to realize the wishes of Petrol, resulting in a fully integrated digital communication network and cash registry system. The value added services of TL have proven to be very effective, resulting in a very satisfactory communication solution for Petrol.”

“Petrol is very proud of the installation they have now,” states Matjaž Loborec. “They set clear communication and business goals, which were achieved, resulting in significant sales improvements.”
Digital Communication Boosts Sales
Not surprisingly, Petrol has experienced a significant increase in sales of the products that are advertised on the screens. As a result the company continues to roll-out its digital signage formula to an ever increasing number of its domestic and international stations. Petrol foresees a growth in number of stations going well beyond its current 300 service stations.

“Petrol is very proud of the installation that they have now,” Matjaž Loborec concludes. “They set clear communication and business goals, which were achieved, resulting in significant sales improvements. We are happy to have worked on this project with them and look forward to deploying this dynamic digital communication solution at even more Petrol service stations in the future.”

About Petrol
Petrol, the leading Slovenian energy company, is the principal strategic supplier of oil and other energy products to the Slovenian market. Through an extensive distribution network of proprietary service stations, Petrol provides drivers on Slovenia’s roads and highways with a broad range of automotive goods and services and a wide selection of household and food products and other merchandise. Petrol’s principal competitive advantage over potential competitors is its extensive network of 348 modern service stations in Slovenia and abroad. For more information, visit http://www.petrol.eu/

About TL 2011
TL 2011 d.o.o. is a spin-off of the company Xnet d.o.o., which has been implementing large-scale IT projects for more than 8 years. TL 2011 specializes in implementing integration of technology into screen networks (signage TV) in shopping malls and large retail chains. As a general contractor, TL 2011 takes care of the acquisition, financing, and installation of hardware. TL 2011 also provides technical support for networks they implemented.

About Scala
Driving more than 500,000 screens worldwide, Scala is the world leader in location-based media designed to influence human behaviour actively and intelligently. We love creating intelligent digital signage solutions that move products, consumers, and sales metrics. Scala solutions increase sales, improve brand loyalty, optimize customer experience, and reinforce business objectives. Scala is headquartered near Philadelphia, Pa. and has subsidiaries in The Netherlands, France, Norway, Germany, Japan, and India, as well as more than 500 partners in more than 90 countries. For more information, visit: scala.com or their blog. Connect with Scala via Twitter, Facebook, and LinkedIn.