econocom | Winflash GOLD

**BP decided to refresh their POS (Point Of Sale) retail technology from Diebold Nixdorf across their 10,000 European petrol station estate. The total investment including the POS, related peripherals and installation/transformation costs is approximately €30m.**

*BP is a global integrated energy company, operating in 79 countries with a turnover of 256 billion euros. The Group's ambition is to be a net zero company by 2050.*

## THE OBJECTIVE

- Project to finance the entire refresh of the BP's POS (Point Of Sale) retail technology across their European petrol station estate via an end-to-end "as-a-service" rental solution.
- Diebold Nixdorf is in charge of the production, distribution and installation of payment solutions for BP stations in Europe and Econocom is funding the whole project.

## WHY ECONOCOM?

- The **flexibility** of our **tailored solution**:
  - We adapted our contract to reflect different roll-out phases
  - We accommodated BP's request to contract with only one UK-based entity for the entire project.
- Our **capacity in mobilising one deal team** for the entire global project to make it easy for BP and Diebold Nixdorf
- A **trustful collaboration** and effective communication with Diebold Nixdorf
- Our **reactivity and seamless execution**: all BP's requests were always dealt with **within** the **same business day**

## KEY FIGURES

**€30M** turnover

**16,000** Over 16,000 POS terminals

**60** months (period of each contract)

**7 countries**: UK, Germany, Spain, Poland, Switzerland, Netherlands and Austria

Further opportunities with BP in **US** and Asia identified and broader partnership being discussed as a result of this successful deal

### Econocom winning Team

F. Weston (country manager)
M. Orchard (sales / pricing / partnership Diebold)
M.-N. Roux (contract / marketing)
C. Bradley-James (operations)
S. Cannon (funding)

### Contact

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One DIGITAL company

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The 1st tranche of the deal was completed in Dec 2020.