

"Fujitsu presented the best technical and financial proposal and demonstrated excellent expertise in this area. The Digital Media Network (DMN) provides Galp Energia with an effective tool to position the brand."

Eduardo Guedes de Oliveira, Brand Management, Galp Energia



Customer's Challenge

Set up in 1999, Galp Energia is number one in the petrol market in Portugal. It is the sole owner of Petrogal (petrol production, exploration and refining and sale of petroleum products).

The goal of the Galp TV project was clearly defined from the start: to implement a channel that unified communication at Galp petrol stations and that proved attractive to customers, functioning as a dynamic point-of-sale feature. Innovation, quality and differentiation were the key objectives of the channel.

As the market leader in Portugal, innovation plays a key role at Galp, ensuring the company is a competitive market player, and focussing on its ability to stand out from its competitors.

Following a pilot project, Galp chose Fujitsu to provide the full managed service, beginning in December 2003, which includes the installation, management and commercial operation of the Galp TV system. *"The generation of advertising revenue is an immediate and obvious benefit to Galp"* said Eduardo Guedes de Oliveira.

SUMMARY OF KEY FACTS

Organisation

Galp Energia

Service/s delivered

Digital Media Network in 100 petrol stations – Fujitsu provides a full managed service which includes the installation, management and commercial operation of the Galp TV system.

Key metrics

The service areas of Oeiras, Lisbon Airport and Avenida de Berlin were pioneers in the project. Results revealed that:

- 100% of customers noticed the display screens
- 95.4% liked what they saw and 62% were informed of promotions
- The majority of customers stated that they believed the initiative was modern (97.9%), innovative (89.2%) and dynamic (87.7%).

Benefits

- Improved customer experience through provision of a distinctive, innovative communication channel
- Rejuvenation of the point-of-sale
- Ability to update content remotely and instantly
- Increased revenues from advertising
- Specific promotions at point of sale, resulting in a dynamic and interactive customer experience.

CASE STUDY
GALP

Fujitsu Solution

In the initial phase, the solution was installed in 50 Galp points-of-sale, including M24 convenience stores, possessing a centralised sound system. The Digital Media Network provided general multimedia content (traffic and weather information, news), Galp content (promotions, sponsorships) and advertising. Taking into account the time of day and the business at each petrol station, five different schedules were defined: morning, lunch, afternoon, night and early hours, and the weekend.

The technical platform using Fujitsu plasma displays (high definition image and sound) includes independent multimedia channels managed from the Fujitsu control centre. The system allows Galp to promote products and services at the same time as providing useful information. Content can be tailored according to the geographical area and the services on offer at each Galp petrol station. It is estimated that the channel achieves approximately 30 million contacts a year.

As Eduardo Guedes de Oliveira pointed out;

"We began with 50 petrol stations and quickly increased to 80. We are aware that we started in a modest way, but after the initial roll-out we could see that Fujitsu could quickly and efficiently expand the scale of the solution"

Fujitsu was chosen partly due to the service and associated technology, but more importantly because of the level of maturity and sophistication of the commercial and business model, which allow for third party advertising and access to experts in designing and producing graphical content.

In this project Fujitsu collaborated with a 3rd party company, which was responsible for the channel design and the creation of suitable content, under the supervision of Galp Energia.

Currently Fujitsu's Digital Media Networks are installed in 100 Galp petrol stations, providing informative and dynamic content to clients.

In the words of Galp, Fujitsu presented the most interesting proposal with regard to technology, and an excellent ratio between price and solution.

Benefits to our customer

- Provision of a distinctive, innovative customer communication channel improving the customer experience;
- Rejuvenation of the point-of-sale, with the ability to tailor the information to petrol stations based on region or specific local requirements;
- Ability to update content remotely and instantly;
- Achieve increased revenues including those from third parties for advertising.

The solution allows Galp to contact its customers through relevant, constantly updated information. Running specific promotions at the point-of-sale leads to a more dynamic and interactive customer experience and increased revenues.

Our Expertise

Galp selected Fujitsu's proposal because it offered an exciting solution to achieve its aims, requiring minimal initial investment and offering the ability to control the content scheduling with a high degree of flexibility.

"Fujitsu presented the best technical and financial proposal and demonstrated excellent expertise in this area. The solution provides Galp Energia with an effective tool to position the brand. Furthermore, Fujitsu showed from the start that it would work on a partnership basis rather than on a client/supplier basis."

The Fujitsu model ensures that Galp controls the actual content of the broadcasts and is therefore able to realise its concept of Galp TV.

Fujitsu and Galp share a common goal in driving towards innovation. As Fujitsu's Digital Media Networks evolve, Galp intends to implement new functionality, making the channel even more appealing. *"We know that it is not a static solution and that it is constantly evolving, and next year (2005) some changes shall be implemented,"* explained Eduardo Guedes Oliveira.

Currently Galp TV is installed in the GalpGest petrol stations service areas - under M24 and Tangerina brands. One of the future aims is to implement Fujitsu's Digital Media Networks in more Galp petrol stations such as 125 in Spain and several new service stations opening in other parts of Portugal. Partnerships are also being developed for other developments such as the promotion of brands and products through the creation of games (involving the sending of SMS messages), in which participants can win prizes.

"Galp TV has proved to be a sound investment. We have created a new means of communication with our customers, and have secured a guaranteed return on investment. We believe that this project will last far beyond the five years initially forecast"

ASK FUJITSU

Contact us on +44 (0) 870 242 7998 or askfujitsu@uk.fujitsu.com or visit uk.fujitsu.com