With its distributors in mind, OPW recently began the process of centralizing its technical support operations into one cohesive operational group for all three business units—Fueling Components, Fuel Management Systems, and Fueling Containment Systems.

“The scope of this centralization involved cross-training our technicians to provide technical support across the broad spectrum of products that currently make OPW the leader in the fueling industry,” says Curt Frederick, Manager, Tech Support Group. “The utilization and cross-training of personnel in strategic regions and structuring the department into tiered levels of support was no small feat. However, we believe this will greatly improve how we handle relationships with not only our distributors, but end-users as well.”
Openning the Retail Gateway

OPW Fuel Management Systems Begins Offering the Abierto Gateway™ Converter System

OPW Fuel Management Systems is excited to announce that it has begun offering the Abierto Gateway™ line of Serial-to-IP Converters for use with its FSC3000™ fuel site controller, giving the FSC3000 the capability of using an Internet connection instead of a dial-up phone line to authorize fleet and credit card transactions.

Founded in 2005, Abierto Networks, Exeter, NH, is a value-added solution provider and integrator of digital technologies, specializing in high-speed payments, and digital retail marketing and promotional technology solutions exclusively for the North American convenience store and retail petroleum industry. To date, Abierto has approximately 10,000 units deployed across the United States and Canada with dial-to-IP conversion solutions.

The Abierto Gateway gives fleet owners and retailers the capability to re-deploy an existing FSC3000 over high-speed IP connections, delivering faster, more secure and reliable IP transactions. By utilizing a Gateway converter, the FSC3000 creates a secure IP connection, allowing for inbound and outbound communications to the fuel control system – receiving inbound commands and sending outbound card authorizations. Unlike other converter devices, the Gateway has built-in software that can communicate with OPW standard card authorization networks, including Paymentech” and NBS for the authorization of fleet and credit cards.

Features of the Gateway, include:
- Faster card authorization transaction times
- Ships pre-configured for Plug & Play Installation
- PCI Compliant
- Optional dial-up back-up port for uninterrupted processing in the event of network failure
- Configuration and transaction polling
- Reduced costs
- Ensures cardholder data security

OPW FSC3000 fuel site controllers, the heart of most OPW fuel control systems, store transaction data and vehicle records, including fueling restriction data critical for proper fleet management. The fuel site controller can store thousands of propriety cards and transactions, so even the largest operations have room to expand. Programming is done right from a PC and simple menu choices guide users through setup and daily operations. The FSC3000’s software was recently updated to be compliant with Visa U.S.A. Payment Application Best Practices (PABP)/Payment Card Industry Payment Application Data Security Standard (PCI PA-DSS) guidelines by restricting user access to sensitive cardholder data.

For more information about Abierto Networks, please visit www.ab-net.us. For more information about the OPW FSC3000™, please visit www.opwglobal.com.

Synergy at Work (Continued from page 1)

The new technical support group includes a staff of 13 at the Fuel Management Systems facility in Hodgkins, IL. Additionally, field techs exist in the East Coast Region, the Midwest, and the West Coast region. These field techs provide training, on-site support, phone support, as well as assist in new product development and testing. The Hodgkins based Tech Support staff is comprised of a supervisor, seven Level I technicians, and five more experienced senior Level II technicians.

“Currently, the newly formed group is handling 100% of all incoming technical calls about all of the OPW family of products,” says Frederick. “A new departmental layout will improve communications and develop a mix of product knowledge.”

The new tech support department area is equipped with a variety of OPW products, used both as learning tools as well as support aids, including electronic, electrical, mechanical and electromechanical equipment. “In many cases, the technician at the support center can be touching the same product as the customer they are speaking with on the phone,” adds Frederick. “This provides a clearer understanding of the problem and allows the tech to more effectively communicate with the customer for a quick resolution of the issue with minimal downtime.”

The following items have been implemented to increase functionality of the new Tech Support Group:

<table>
<thead>
<tr>
<th>New Tech Support Features</th>
</tr>
</thead>
<tbody>
<tr>
<td>Establishing a tier-based organizational structure designed to encourage mentoring, learning and more clearly defines roles and responsibilities within the group.</td>
</tr>
<tr>
<td>Equipment upgrade providing technicians with the most up-to-date equipment for performing the job at hand, including office furniture, laptops, updated VOIP phone system, and web-based training capabilities for many OPW products.</td>
</tr>
<tr>
<td>Routing of all tech calls into a toll free tech support line 877-OPW-TECH (877-679-8324).</td>
</tr>
<tr>
<td>Call escalation feature that allows for increased focus on problem sites and recurring field issues.</td>
</tr>
<tr>
<td>Establishment of departmental metrics including Call Answer Efficiency, Call Volume, Call Answer Time.</td>
</tr>
<tr>
<td>Transition to Oracle based Teleservice software.</td>
</tr>
<tr>
<td>Priority call routing dispatching calls to the most experienced technicians for that product while minimizing hold time.</td>
</tr>
<tr>
<td>Implementation of Team Center for access to mechanical and electrical drawings.</td>
</tr>
<tr>
<td>Work Center layout reorganization to maximize learning and communications while at the same time reducing noise level.</td>
</tr>
<tr>
<td>Confined Space Training for Tech Support Staff.</td>
</tr>
<tr>
<td>Cross Training of technicians to provide support/training on products from all three business units via phone, email, or on-site support.</td>
</tr>
<tr>
<td>AED/CPR Training</td>
</tr>
<tr>
<td>Communication and Sensitivity training to improve on call quality.</td>
</tr>
<tr>
<td>Acquiring Cincinnati-based technicians in support of new product development and field testing of dispensing equipment.</td>
</tr>
</tbody>
</table>

For more information on the new OPW Tech Support Group, please contact Curt Frederick at cfrederick@opwmfs.com or visit us at www.opwglobal.com.
FIT500™ Fuel Control System Contributes to Initial Success of Propel Fuels

FIT500™ Connects Propel Fuels to Customers

Many great ideas have been born from humble origins. Propel Fuels—a builder, owner and operator of self-serve renewable-fuel filling stations based in Redwood City, CA—sees a bright future for renewable fuels. In most areas of the country, the alternative-fuels market did truly sprout from modest beginnings. One such place was Seattle, where some of the area’s residents began making their own fuels in their garages out of common materials like recycled cooking oils from the local restaurants.

“We observed something happening in the Seattle market, a customer movement where people were doing it themselves and finding ways to sidestep using petroleum-based products,” said Chris LaPlante, Director of Marketing for Propel Fuels. “They relied on their cars, but they also wanted to do something different to reduce their impact.”

This grassroots movement caught the eye of Propel’s now CEO Matt Horton, who spent most of his career as a venture capitalist where he gained experience in capital formation for early-stage “cleantech” companies.

“I saw this consumer-driven uprising, saw that the interest in using renewable fuels was there and wondered, how could we bring these fuels to everyone?” said Horton. “So we created a new kind of fuel company and business model for renewable fuels that allows us to do just that.”

That business model is built on providing drivers with easy access to high-quality clean fuels as a way to “fuel change.” There are currently 21 Propel fueling sites in operation, the majority running from San Jose through the Bay Area and up to Sacramento in California, and six in the Seattle area. The company is also in the midst of expanding into Southern California and, eventually, a national rollout. Propel’s “Clean Fuel Points” (stations) offer biodiesel and E85 ethanol products, with an eye towards other advanced fuels as new vehicle technologies gain traction.

But the ultimate goal of Propel is much more than convincing drivers to use renewable fuels as a way of lessening the burden on the environment.

The company also wants to help its customers see the impact of making the change to cleaner fuels. They aim to do this through a program known as CleanDrive. Propel Fuels members who sign up for the CleanDrive program receive free, personalized emission reports which can show them how they are reducing their carbon footprint through the use of renewable fuels.

“When somebody buys a tank of gasoline, they don’t interact with it,” said LaPlante. “They might put 16 gallons of fuel into their car, but after that they don’t think about the impact that fuel has on our environment and economy. We wanted to show the connection between consumers’ fuel use and their decision to use renewables. CleanDrive allows people to have a connection with their fuel—to see how they have lowered their carbon profile, and see the barrels of imported oil they’ve displaced.”

To help get the CleanDrive program operational, Propel Fuels turned to OPW Fuel Management Systems and its FIT500™ Fuel Control System. The FIT500, which is equipped with OPW’s FSC300™ Fuel Site Controller, is a PCI-compliant, self-contained fuel island terminal that includes a dual-head card reader and customizable color screens that is integrated with a TCP/IP communication port to guarantee a high-speed connection to the network. The FIT500 is integral to the CleanDrive program because it works at the point-of-sale of unmanned fueling sites so that drivers can instantly link

RIM for ATG is A-OKAY

OPW Tank-Gauging Systems to Offer the New OPW Reconciliation Interface Module (RIM)

Accurate, error-free management of fuel inventory in aboveground and underground storage tanks at tank farms and bulk-storage facilities has never been easier now that the SiteSentinel® iSite™ automatic tank-gauging (ATG) system from OPW Fuel Management Systems has been upgraded to include the OPW Reconciliation Interface Module (RIM).

The RIM device, which is scheduled to debut in the 2nd Quarter, 2011, monitors fueling transactions from Dresser Wayne and Gilbarco Veeder-Root electronic dispensers and passes the data on to the iSite ATG system. By utilizing the RIM device, the iSite is now equipped with inventory capabilities, which will provide delivery and sales information to the user in order to more accurately generate reconciliation reports, and allows for tank recalibration in actual volumes.

Reconciliation reports are generated through highly advanced, automatic inventory management technology. The iSite system automatically collects sales data, in-tank inventory information, and deliveries data; then reconciles the totals at the end of a timeframe. These timeframes can include a shift, a day or a month. Reconciliation reports are important to ensure that deliveries tickets match and are adjusted based on transactions that occurred during the delivery to provide the most accurate data. For instance, when a bulk delivery is received while dispensing is in progress, the iSite keeps track of the amount of fuel dispensed during the delivery and the system provides a report showing the volume increase to include the amount of fuel dispensed during the delivery and the amount of fuel delivered.

The OPW iSite system provides the operational advantages that site operators need to ensure that their sites are being managed as efficiently and effectively as possible. Built on Windows® technology, the iSite allows users to view data remotely from anywhere in the world, or via a 15” color LCD touch-screen display at the site. By allowing multiple probes, sensors and leak detection devices to be connected via its VSmart module for wireless or single wire interface to the console, the iSite lowers installation costs and provides real-time inventory and delivery information. In addition, the iSite keeps your site compliant with the local environmental regulations by immediately notifying the user of a leak or problem with the fueling system.

For more information on OPW tank-gauging systems, please visit www.opwglobal.com.
their Propel fuel purchases to their CleanDrive account.

“Overall, the Propel business model embraces unmanned fueling stations so we brought the cardlock fueling experience, to a retail-fueling environment,” said LaPlante. “We want to mimic the retail-fueling experience and we felt that the FIT500 interface allowed us to get very close to that. It allowed us to offer something out of the gate to go to market quickly and still provide a great fueling experience.”

OPW recently responded to Propel Fuel’s evolving needs with an upgrade to the system’s FSC3000 software package. That involved OPW’s Engineering Department working with Propel on some customer interface changes that allows CleanDrive to work more efficiently in a PCI-compliant world. OPW’s West Coast sales team also conducted special upgrade training classes for Propel’s technicians and operations team that helped create a plan of attack that resulted in the reprogramming of all 21 fueling sites. The FIT500 also supports Propel’s gift card/promotional card system that is used to drive new business and get drivers to try renewable fuels for the first time.

**Best of Both Worlds**

**Penske Helps to Inspire the Next Generation FSC3000™**

When Penske Truck Leasing Co., was looking for a fuel site controller that offers the ability to establish both inbound and outbound communications via one Ethernet connection, it was OPW Fuel Management Systems that provided them with the solution – an upgraded Dual-Port FSC3000™ fuel site controller.

“In the past, users could use the Ethernet port on the FSC3000 to poll transactions or configure the system, but a separate connection was needed to allow the system to authorize cards,” says Rich Klima, Senior Project Engineer for OPW Fuel Management Systems. “By utilizing the Dual-Port FSC3000, users can retrieve information while the system authorizes a fleet fueling card.”

Penske, headquartered in Reading, PA, is a leading global transportation services provider, operating more than 200,000 vehicles and serves customers from more than 1,000 locations in North America, South America, Europe and Asia. Penske’s product line includes full-service truck leasing, contract maintenance, commercial and consumer truck rentals, used truck sales, transportation and warehousing management, and supply chain management solutions.

Unlike standard fleet fueling card systems, where the user inserts a card and activates the pump, only Penske customer service representatives (CSRs) have the ability to authorize a pump. When the CSR inputs the vehicle identification into the fuel island terminal, the data is sent securely via Penske’s private network to its headquarters where the information is viewed and verified. The vehicle’s fuel requirements, along with the other information, are sent back to the FSC3000 before fueling is allowed.

“We knew Penske wanted to minimize the number of devices connected to its network for reliability and security reasons, so the Dual-Port FSC3000 was developed,” says Klima. “Now, while fuel transactions are taking place, anyone authorized on Penske’s network can access diagnostic data, review transactions and setup CSRs on the FSC3000 through the shared network connection.”

“Penske is in the process of lab testing the upgraded Dual-Port FSC3000,” says Klima. “After lab and field testing is complete, and we have confirmed that the upgraded software is running correctly, Penske is scheduled to install 20 field test units at truck rental locations throughout the country.”

**We’ll Be There**

To the right is the current list of major Industry Trade Shows that OPW FMS will be attending in the upcoming months.

**FIT500™ Connects Propel Fuels to Customers** (Continued from page 3)

“OPW stepped up to train our technicians and installers on the ground so they were up to speed and ready to implement,” said LaPlante.

The ultimate goal of Propel—to make renewable fuels a part of the everyday lives of millions of people—is a lofty one. But, with the help of OPW Fuel Management Systems, the signs are there that minds (and habits) can be changed. In fact, the work of Propel received a boost in August when the company received a $10.9 million grant from the U.S. Department of Energy and California Energy Commission that will be used to build and operate 75 retail renewable fueling stations throughout California.

For more information on the FIT500™ Fuel Control System, contact OPW Fuel Management Systems at (708) 485-4200 or go to www.opwglobal.com.

**For more information about fuel control systems from OPW Fuel Management Systems, please visit us at www.opwglobal.com.**

<table>
<thead>
<tr>
<th>Event</th>
<th>Date</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>WPMA</td>
<td>February 22-24</td>
<td>Las Vegas, NV</td>
</tr>
<tr>
<td>PACE 2011</td>
<td>February 25 &amp; 26</td>
<td>Kansas City, MO</td>
</tr>
<tr>
<td>Southeast Petro</td>
<td>March 2-3</td>
<td>Myrtle Beach, SC</td>
</tr>
<tr>
<td>M-PACT</td>
<td>March 15-17</td>
<td>Indianapolis, IN</td>
</tr>
<tr>
<td>OPCA</td>
<td>March 23-24</td>
<td>Toronto, Canada</td>
</tr>
<tr>
<td>NAFA</td>
<td>April 10-11</td>
<td>Charlotte, NC</td>
</tr>
</tbody>
</table>

**FINAL**

©2011 Delaware Capital Formation, Inc. All Rights Reserved. DOVER and the DOVER logo are registered trademarks of Delaware Capital Formation, Inc., a wholly-owned subsidiary of Dover Corporation.