



USE CASE CEPSA

Measure, understand and remain safe

HOW CEPSA USES BEABLOO'S
TECHNOLOGY TO CREATE
A SAFE ENVIRONMENT

THE SITUATION

In 2020 we saw how most businesses were changing and adjusting to the pandemic. This is especially true in the case of service stations and convenience stores, which have proven to be essential during the health crisis.

As an essential business, service stations and convenience stores provide vital services to their communities, ensuring a safe and reliable access to fuel, food and beverages as well as other goods.

Service stations and convenience stores are open for long hours and the stores are often small and therefore, customers don't usually stay inside them for very long while shopping.

According to the NACS survey of U.S. convenience store owners, there has been a decline in fuel sales and commuter traffic over the course of 2020; however, in-store sales remained steady. In the survey, twice as many respondents reported a rise in in-store sales rather than a decline (59 percent vs. 30 percent, respectively).¹

As essential businesses, service stations and convenience stores had to quickly adapt to the

COVID-19 crisis by implementing appropriate public health measures and adjusting their operations to keep their employees and customers safe while also keeping their doors open and delivering essential services. Although some of the changes they have made have been temporary, others are likely to be more permanent in nature.

Social distancing has become the norm, so knowing how many customers are in the store at any given time as well as what they are doing is required to effectively adjust operations and ensure the safety guidelines are properly followed.

In this sense, the use of emerging innovations and adoption of technologies that enable to accurately determine the occupancy in real-time as well as in-store traffic trends may provide a major boost to businesses, leading to greater agility.

These technologies deliver a range of benefits that businesses can leverage over the long term and which far exceed the requirements derived from the pandemic.

CONVENIENCE STORE

Cepsa is a global energy and chemical company operating end-to-end in every stage of the oil & gas value chain. Cepsa also manufactures products from raw materials of plant origin and is active in the renewable energy sector.

Cepsa has 90 years of experience and a team of over 10,000 employees, combining technical excellence and adaptability. Cepsa's operations are present on five continents

Over the years, Cepsa has redesigned the station service model to put itself at the top of its industry. The company's focus is on ensuring customer convenience at all points of contact. Investing in digital technologies is what drives the enhancement of visibility and signage of Cepsa's service stations.

1. NACS Survey of U.S. Convenience Store Owners; <https://www.convenience.org/Media/Press-Releases/2021-Press-Releases/Convenience-Stores-Saw-Strong-Sales-in-2020#.YCZz3WgZPZ>

Cepsa has an extensive network of around 1800 service stations in Spain and Portugal. These service stations are fitted with convenience stores of the brand Carrefour Express or DEPASO.

Convenience stores have become a very valuable asset for the Cepsa service stations business model. The concept behind these stores is to adapt to the needs of customers by offering a variety of products and services.

Convenience stores at Cepsa service stations provide a wider range of products compared to the traditional convenience stores that are found at other service stations, providing customers with the variety and convenience of a supermarket.²

THE CHALLENGE: ENSURE A SAFE ENVIRONMENT IS MAINTAINED

During the course of a digital transformation of Cepsa's service station convenience stores, the company decided to rely on technology to protect customers and employees and avoid risky interactions related with COVID-19.

The idea was to implement a technological solution at some of their service stations with Carrefour Express convenience stores, which are among Cepsa's largest convenience stores (approximately 70 square meters).

This technology would help Cepsa to gain insight into customer traffic patterns, occupancy rates over time and customer behavior observed inside their convenience stores enabling them to prevent risky interactions and implement appropriate ways to enhance the safety of stores.

In order to meet these needs, Cepsa opted to implement different components of Beabloo's Interaction Care technology, an Intel® Market Ready Solution powered by Beabloo at selected Carrefour Express convenience stores.

The combination of applied solution components enables to accurately measure footfall and traffic patterns and uses the collected data to generate a detailed analysis through Beabloo's analytics software.

Digital technology solutions provided by Beabloo and Intel were selected by Cepsa for implementing a range of solutions that have helped them to enhance the smart store concept for a number of years now.

2. <https://www.cepsa.es/en/utilities/catalogue/carrefour-stores>

Some examples of these solutions are digital signage and electronic shelf labels. As has always been the case thus far, the implementation of Beabloo's solution for this project also completely fulfilled all of Cepsa's requirements.

THE SOLUTION: BEABLOO'S INTERACTION CARE

1. Implemented Components (1 Carrefour Express convenience store located in an urban area): IC Occupancy Control, IC Activity Monitor

Solution specifications:

– 9 zenith cameras, 1 Intel NUC5i3RYK player

IC OCCUPANCY CONTROL

IDENTIFYING OCCUPANCY PATTERNS

Zenithal sensors installed above the entrance to Cepsa convenience store and powered by Beabloo software, perform a bi-directional count of all individuals entering and leaving the store.

These sensors collect occupancy data in real time in accordance with data protection regulations and deliver this data to store management on dashboards.

IC Occupancy Control provides an in-depth view of the store's traffic and occupancy rates over time, peak and off-peak hours and busiest days of the week and the collected data can be broken down by date, day and time slots.

Beabloo's Interaction Care is cloud-based, which allows the overview of the data collected to be accessed remotely at any time.

AVG PEOPLE OCCUPANCY PER DAY OF THE WEEK

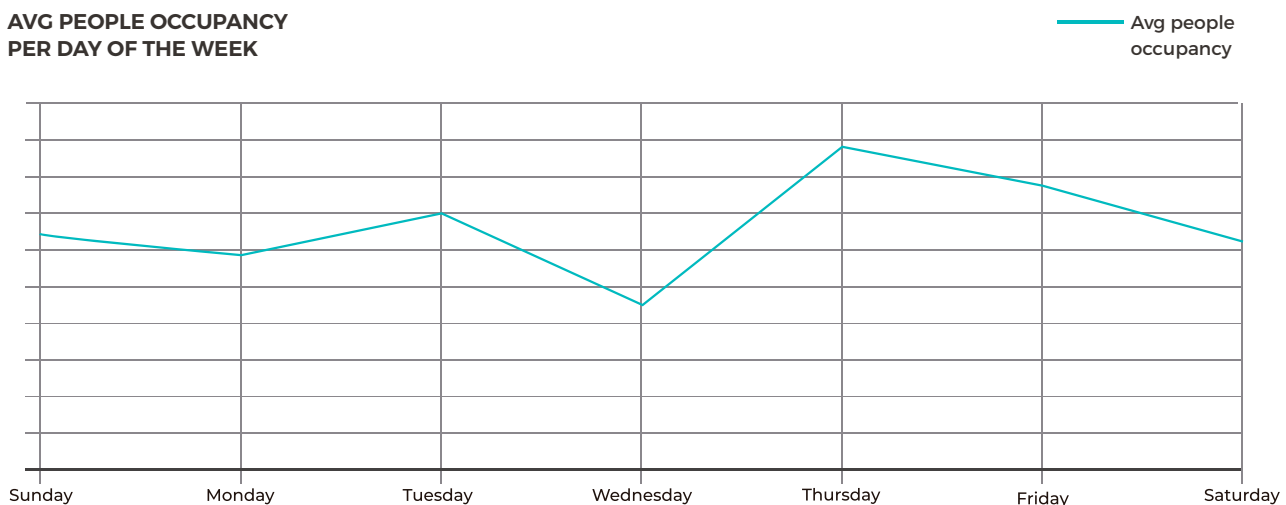


Image 1: Example of a graph showing average occupancy per day of the week.

Monitoring store occupancy to ensure compliance with occupancy limits and social distancing guidelines is one of the most pressing concerns and crucial benefits that are provided by the IC Occupancy Control solution during a pandemic.

AVG PEOPLE OCCUPANCY PER HOUR

— Avg people occupancy

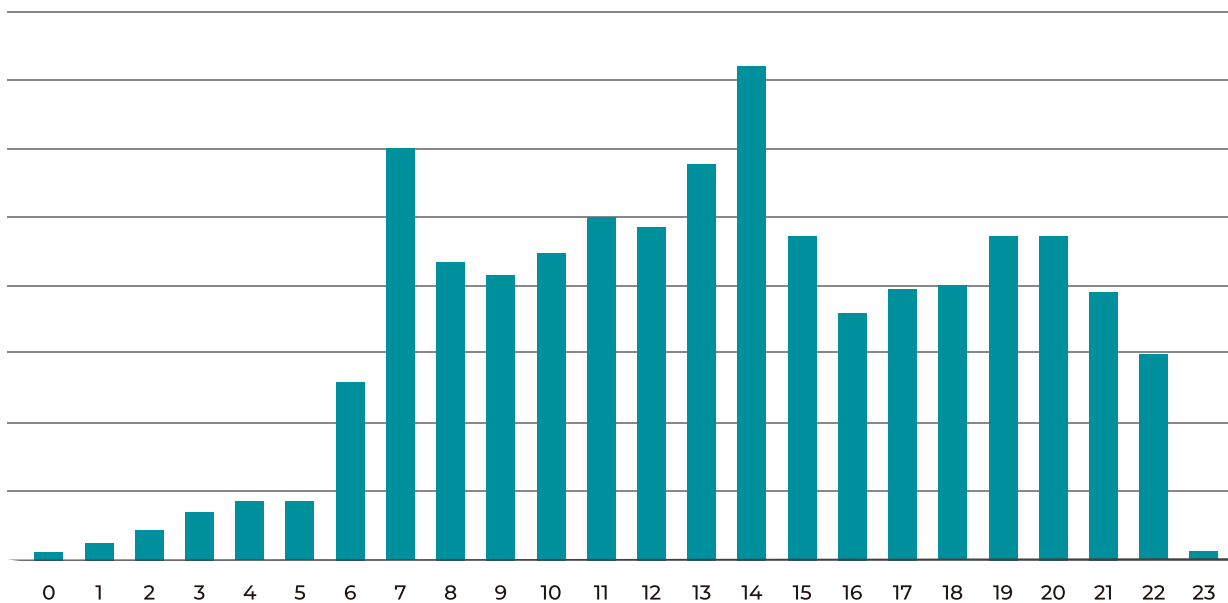


Image 2: Example of a graph of the average occupancy by hour.

IC Activity Monitor

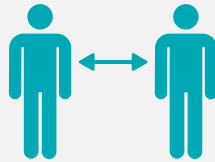
ENSURING EVERYONE'S SAFETY

The installation of zenithal sensors in the ceilings of Cepsa's service station convenience store, together with Beabloo's software, allows tracking the movement of both employees and visitors inside the store to measure the distances and to detect the interactions occurring between them.

This provides valuable insight into all the interactions that occur between people inside the store and also helps determine if the safety distances are being observed and the number of risky interactions that occur as well as where and when.

Interaction

Occurs when two visitors are detected at a distance of less than 3 meters from each other.



High-risk interaction

Interactions where the distance between two people is less than or equal to 1 meter (in accordance with World Health Organization guidelines).



TRAFFIC BY DAY OF THE WEEK

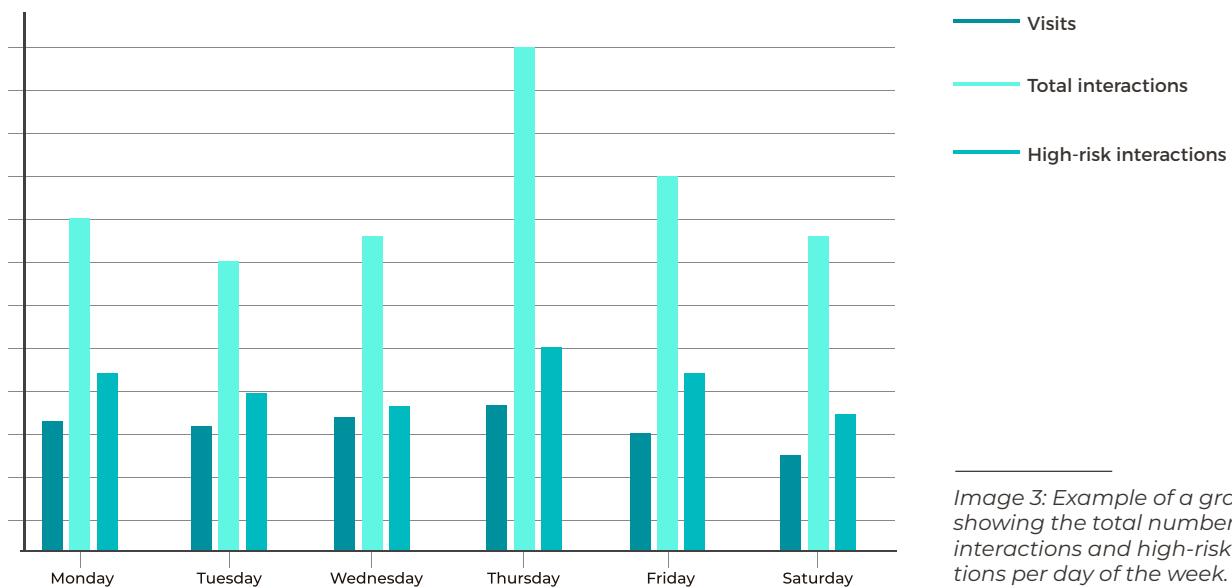
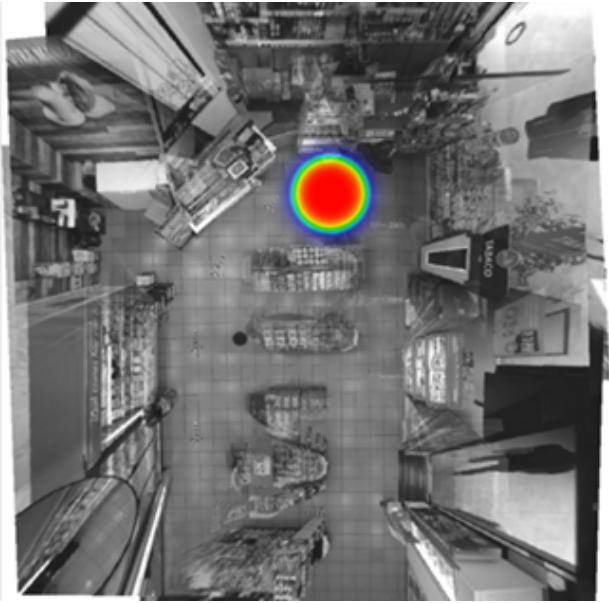


Image 3: Example of a graph showing the total number of visits, interactions and high-risk interactions per day of the week.

The most significant application of the data collected by the IC Activity Monitor is ensuring the safety of both customers and employees.

The system allows identifying the areas of the store where most high-risk interactions occur as well as detect the time periods when these interactions occur more often.

This allows appropriate adjustments to be made in terms of allocating store staff as well as increasing the frequency of the cleaning tasks in identified high-risk areas and during certain timeframes.



Determining where a store's hotspots are located is required so that we can take appropriate actions such as making physical improvements to the store, arranging where we place products and optimizing the layout of the store.

Image 4: Heat map showing a hotspot in a store

VALUE DELIVERED: ENHANCED SAFETY AND IMPROVED LEVEL OF CUSTOMER SERVICE

The different components of Beabloo's Interaction Care intelligent safety solution, which is an Intel® Market Ready Solution that has been implemented at selected Carrefour Express convenience stores, has allowed Cepsa to provide a higher level of safety to employees and customers at those locations.

The implemented solution accurately measures traffic data, thus allowing the company to track the occupancy of the store and ensure compliance with the occupancy limits.

The system also provides insights into distances between all individuals within the store and identifies all interactions occurring between them.

This provides Cepsa with knowledge regarding whether or not customers are maintaining a safe distance and allows identifying hotspots or locations inside the store, where most high-risk interactions occur, so that preventive measures can be taken to increase the safety of all people inside the store such as optimizing staffing and increasing the frequency of the cleaning tasks that are carried out in identified high-risk areas.

Being knowledgeable about how customers behave when they visit a store, how they move about inside, the specific areas of the store they visit and how long they spend in these areas allows Cepsa to adapt to their customers' needs, enhance customer service and provide an improved shopping experience.

RESPECTING CUSTOMER PRIVACY

Beabloo guarantees strict compliance with current legislation, such as the European General Data Protection Regulation (GDPR), for all their solutions.

Beabloo also has ISO/IEC 27001:2013 certification, which means the data security management system associated with their Active Customer Intelligence Suite (ACIS) complies with current standards.

All devices integrated with ACIS use anonymized data, so user privacy is respected at all times.

BEABLOO INTERACTION CARE

Interaction Care (IC) measures human interactions in all kinds of spaces. It uses a unique combination of technologies to help businesses proactively protect their customers and employees from high-risk situations that could jeopardize their health and safety.

This solution can be implemented in a variety of sectors, such as pharmacies, supermarkets, banks, health care facilities, retail stores, public transportation, and the public sector.

Interaction Care provides clear business benefits even after the pandemic. When the COVID-19 crisis is over and there's no need to monitor or track interactions, companies can repurpose all Interaction Care components to enhance business performance in physical spaces.

ABOUT BEABLOO

Beabloo is a pioneering tech company that develops solutions to make physical spaces smarter. Beabloo's Active Customer Intelligence Suite (ACIS) is a Microsoft Azure-based suite of integrated solutions designed to digitally transform marketing campaigns across industries, including retail, banking, public venues, hospitality, and travel.

An AI-driven platform, ACIS combines digital signage, analytics, and AI automation to revolutionize communication, analyze people's behavior, and automate personalized experiences. Beabloo technology helps physical spaces learn from people and adapt to them in real time to provide better service.

Consolidated experience and international reach



Years digitizing business



Employees helping clients undertake business transformations



Presence in countries



Clients, from retail, large venues, banking, hospitality and travel industries, among other sectors



Certified partners are part of the global Beabloo ecosystem