

A Network Transformation Partner for a new kind of retail

Building a single, standardized network infrastructure to underpin growth and support new business models for the forecourt of the future



Evolving to become more digitally connected

The energy market is undergoing a rapid, permanent shift towards new, cleaner sources of energy while businesses in the space are seeking ways to better understand their customers and deliver increasingly engaging, authentic customer experiences.



As customer expectations and market trends change, they're driving a shift towards renewables, carbon-neutral energy sources and new fuel solutions. This change, in turn, creates a challenge for organizations between maintaining current revenue drivers through oil and gas, while evolving to embrace new business models.

Electric vehicles (EVs), smart cities, low carbon electricity, offshore wind and carbon capture initiatives are presenting opportunities for growth, the development of new joint ventures and the possibility of building a wider ecosystem of partners to deliver diverse new offerings. In addition, a key component of the forecourt of the future is last-mile delivery convenience and fuel diversification in order to better engage with customers and their buying habits.

As we shift toward this cleaner, more digitally connected future, energy companies must reimagine the way they deliver value, create experiences and drive customer loyalty to remain relevant and competitive.

There is huge potential in the concept of a "Forecourt of the Future," with more personalized services, seamless digital offerings and connected service delivery. But to grasp this potential, energy companies need the capabilities to better understand their customers, deliver new services tailored around their changing needs and offer products that represent value beyond traditional offerings.

To deliver this next generation of retail, energy businesses need wider, interconnected partnerships with more nuanced, data-driven customer understanding and total control over their retail networks and customer insights. Doing so means accelerating ongoing fuel transition strategies to transform and modernize networks as a more connected retail network. As a result, the entire organization is more efficient, innovative and agile than ever before.

Supporting bp to become the integrated energy company of the future

NTT can deliver network services that support retail transformation throughout bp's forecourts, networks, customer touchpoints and wider supply and value chains. We will do this as part of 'a data-driven network' strategy, bringing an inherently secure, efficient and flexible network to drive business operations, innovation and new service offerings.

Our approach is based on a close co-collaboration model and we will support the co-development, co-management and co-innovation of new services across the entire network as a reliable partner for the transformation of bp's forecourt network.

We deliver a complete, interconnected network infrastructure that brings increased speed, efficiency and visibility through enhanced data delivery, automation and integration across customer experience and interactions.

And by offering real-time dashboards and comprehensive reporting capabilities, we'll increase visibility and enable decision-makers while supporting integrated business process management and network optimization. We provide key stakeholders with full ownership and control of their network, data and value streams and collaborate with the forecourt modernization and wider teams within bp to bring together transformational, technology, sustainability and data-driven customer requirements.





We'll help bp leverage data and analytics across a wide range of omnichannel experiences to make customer delivery, cross and upsell opportunities and business model changes easier, more efficient and faster. And we understand the need to build new tech to deliver customer innovation and loyalty programs, so we can help provide the data and insights to underpin new offerings.

Our offering is highly automated and we bring network, development, security and wider tech capabilities from hundreds of industry interactions and deployments; so we're continually improving our offering and network expertise to support innovation and new ideas.

By helping to transform your network and deliver more advanced capabilities, we will bring greater optimizations, digital-first processes and the integration of emerging technologies such as AI and ML. We will do this across not just the retail but wider business supply chain, operations and CX to help bp realize the promise of a fully autonomous network that is optimized for digital-first processes and built for a data-driven future.

The result? We'll help bp
“ become the integrated
energy company you
want to be. Faster.

Building a reliable, integrated and flexible retail network across bp

As a trusted partner with a co-collaboration model, we'll drive network transformation for bp and deliver a single, reliable, integrated and flexible retail network. We can help the entire business become more customer-centric, digitally enabled and data-driven while giving bp complete control of its entire retail network.



Our strong experience and depth of capability allow us to deliver at scale across the entire business to help bp better leverage data to innovate, create new offerings and reimagine the next generation of retail products and services. We'll also help bp differentiate in a competitive, fast-paced sector where the only constant is change. And we'll help build an ecosystem of strong partnerships and joint ventures that align with critical business sustainability, transformation and digital goals.

As a trusted, reliable partner for network transformation, we will deliver:



Total control across the entire Future Retail Network with real-time visibility into customer expectations

We'll help deliver complete visibility so that the whole business can see, understand and control business critical aspects across the retail network. By managing diverse networks across the globe; we'll help simplify operations and make them smoother, faster and more secure with a single, integrated retail network.

We know how competitive the energy sector is and we can help bp leverage insights from across the whole business to identify opportunities, and create unique CX and personalized offerings across managed and aftermarket services. By co-managing the network, we'll enable bp to be more proactive in shaping operational direction without the burden of running the network.



New capabilities to optimize operations and enable innovation across bp

We can help bp create a new digital factory to support wider innovation and underpin advanced new tech capabilities for the whole business. By introducing new tech like AI, machine learning and automation, we can further optimize operations and increase efficiency.

By driving innovation we can help bp deliver more sophisticated services and create new revenue streams, business models and partnership opportunities too. We can support wider transformation efforts as well by increasing agile capabilities for both network and DevOps.



A true ecosystem that aligns with sustainability, transformation and digital goals

We can help accelerate fuel diversification by building a single, integrated retail network and in doing so support the wider ecosystem of partners and joint ventures.

We can help evolve bp's current ecosystem to be more connected and flexible so that it aligns more closely with sustainability, transformation and digital strategic goals.

And by bringing together data and insights from over 18,000 global forecourts, we'll open up new opportunities around loyalty programs, partnerships and exciting new customer-centric services. Through this ecosystem, we'll help underpin the growth of bp's critical retail and mobility strategic vision.



A self-running network with increased visibility, efficiency and simplicity

We can drive TCO and cost control for the whole network across bp and will introduce automation, AI and ML to significantly bolster efficiency and capability.

We will ensure the entire network benefits from increased real-time visibility and simplicity, while driving greater value through closer collaboration with new and existing partners.

With a true, self-running network, bp will get full control and ownership of the entire retail network and all its data without the resource drain, time and full-time expertise required to run the network.

Providing the foundation to transform around customer needs

Through a reliable, collaborative partnership we're perfectly placed to enable bp's evolution to become a more sustainable, diverse and integrated energy company. We're different because:



We have a **historical relationship** with bp and a strong track record of success in delivering complex projects on a global scale, giving us a unique understanding of the challenges bp faces.



We **invest over \$3.6bn annually in R&D** and have invested a **further \$7bn in our networking and data center capabilities**. We deliver 5G-as-a-Service with custom implementation, run and optimized as a full Network-as-a-Service. And we can help you leverage the power of edge computing to maximize the value of IoT and new and emerging as-a-service innovations to help drive increased speed, agility and responsiveness.



We've been recognised as a **Leader in Gartner's Global Magic Quadrant Network Services 2022** – and have been in this position for the past nine years, based on our completeness of vision and ability to execute.



We draw on network, dev, security and technical capabilities from **hundreds of industry interactions and deployments** so we're continually enhancing our capabilities.



We're **aligned with, support and believe in bp's sustainability and net zero ambitions** and believe we have a role to play in helping your business achieve these goals.

