

# Hectronic

## HecNews

Hectronic Company Magazine 2/2006

## Editorial



### Dear Readers,

*In the previous edition I wrote that I would love to see Germany and Switzerland going head to head in the World Cup final. Unfortunately, things did not quite turn out as I hoped, but the World Cup was still an amazing experience for me. Such enthusiasm, such atmosphere in a country which, until not long ago, had been paralysed in a sad state of lethargy. Of course, we will soon be caught up again in our everyday lives, but the World Cup showed us just how much can be achieved if you only believe and trust in yourself.*

*We too believe in the success of our most recent strategic decision, the foundation of Hectronic India. Our new subsidiary there is the logical progression of the work we have conducted to date. India is a huge market which, in terms of the filling station industry, is still highly untapped. It is only natural that Hectronic should want to stake its claim. We know that we face a difficult road ahead and that we will be true pioneers. And, truth be told, there have already been a couple of teething problems. However, we are looking forward to the challenges ahead and are filled with enthusiasm. This is the only way to achieve goals – and not just in the world of football.*

Yours, Stefan Forster

## COMPANY

### India, we have arrived

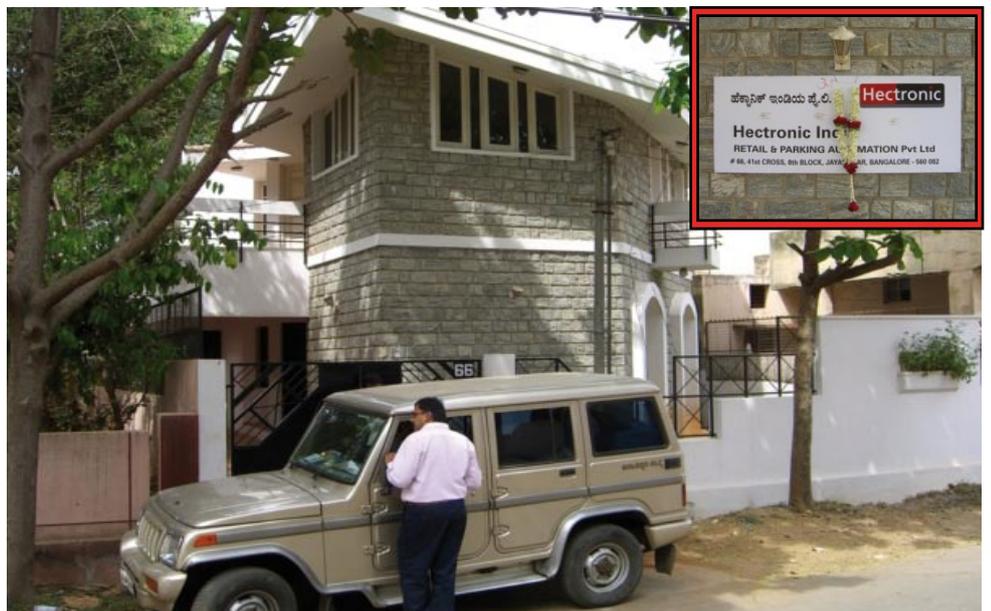
**A business relationship has existed between Hectronic and India for years. Now, we have founded our own subsidiary there.**

Hectronic has been forging links with India for the past six years now and, during this period, the country has become like a second home for many employees or, at the very least, a place for which they hold great affection. These links have now been made even tighter with the foundation of Hectronic India in July of this year. Hectronic's newest subsidiary represents the first milestone reached on a long and gruelling journey which began with a move to join forces in software development. Over time, the market was scoured and new links forged.

Outlining the first phase of the work, Manfred Troll explains: "We recognised the huge potential, but we had to weigh the benefits against the risks".

India gradually became the Hectronic Project Manager's main area of work and as a result, he has been appointed Managing Director for Hectronic India. The second phase began by establishing a physical presence in India. 'Maintain a high profile' was the motto, and with that, Rajesh Chandashekaran was employed as Sales Manager. Together, they successfully overcame the hurdle of being allowed to participate in tenders in India. Hectronic was awarded the contract to supply 5,000 OPTILEVEL level-gauging systems to Indian Oil, the country's largest petroleum corporation. Manfred Troll remembered, "This event clinched the foundation of our new branch in Asia". And he knows: "This project is a great challenge for us. However, it's just the type of work we have always dreamt of".

(There will be a special edition of HecNews to bring you the latest on the new subsidiary, work completed to date and future projects in India.)



**Our location:** The company's new head office is located 30 minutes from the centre of Bangalore. The decorative chain hanging from the entry sign is a leftover from the Puja inauguration ceremony.

## In with the fuel and out with the information

**The tachograph disc has had its day; the Digital Tachograph is here. Hectronic has the perfect solutions for conducting data transfers and archiving.**

In 2006, the changeover from analogue to digital is finally happening. The European regulations are taking effect and all newly registered commercial vehicles over 3.5 tonnes have to be fitted with a digital tachograph. The regulations also apply to new passenger vehicles with over 9 seats.

And this is where Hectronic comes in. We have designed a solution which, despite the increased requirements, will save you both time and money and even have additional benefits. To be more specific, there are three solutions; you choose the version most closely tailored to your needs.



**TA 2331 – you need but a single card.**

Solution 1: Lorry drivers must carry their EU driver cards at all times. These must be downloaded on a regular basis. However, if they

use autofuel terminal TA 2331, they can now authorise their transactions and activate the pump dispenser in one go. No additional filling station card is required.

Solution 2: The Hectronic DataSpeed download terminal can be installed simply and at any location. It offers drivers the option of downloading their information and sending it to the head office at the same time as refuelling or, for



**DataSpeed – can be used anywhere.**

example, loading or unloading their lorries. At the head office, the information is received by the ZA,ARC archiving software.

Solution 3: Finally, HECFLEET offers a combination of the two aforementioned solutions. Drivers use their EU driver cards to authorise their transactions at autofuel terminals and refuel. At the same time, they can download all the collected data because the HECFLEET saves it. The FuelData management software retrieves the data from head office and forwards it to the ZA,ARC archiving software. These three



**HECFLEET – the control centre.**

solutions are economic and make it easier to adhere to the new regulations. The freedom of being able to download data from digital tachographs whenever and wherever you like means that information can be kept more up-to-date. There is also no need for costly refitting of filling stations.

The service is also improved because ZA,ARC software, designed by the company 'Zauner' and functionally integrated into the Hectronic system, has a diverse range of features including analysis, evaluation and archiving. As previously mentioned, digital tachographs generate new requirements. Hectronic helps you get used to these by combining the refuelling process with download management in a single infrastructure consisting of an autofuel terminal and the FuelData and ZA,ARC software modules. This package allays many people's fears of the new legal regulation leading to additional work and expense.

## HECTOR takes on the 'Green Hell'

**Extraordinary tasks require extraordinary products: the HECTOR POS system manages 30 pumps at the Nürburgring in Germany.**

HECTOR experiences a baptism of fire at the Nürburgring and manages 30 fuel pumps without any hitches during the first major race since its installation.

According to Carsten Weege, Hectronic's Sales Manager, "This is the first time our filling station management system has been responsible for managing the fuel dispensation requirements of an entire racetrack". HECTOR, which has been installed in the start and finish building, worked perfectly. This is also great news for Christian Kast, technical director at Mundorf Mineralöle, the company which supplies the Nürburgring with fuel and which opted for the Hectronic POS system. "We needed a stable system that meets

our exacting requirements. With Hectronic, we knew we would get exactly that, and a fast implementation to boot." However, there was a lot to be done to get to this point. Engineer Reiner Hamburger who installed the HECTOR explains that "30 pumps for one POS terminal is a considerable amount, so performance has to be spot on".

In every box, there is a pump which is fully functional during the race. As soon as the checkered flag is waved, the accounts are all balanced up at the touch of a button. For Werner Gemein, manager of the start and finish building, a further advantage is that it "saves us considerable time and manual effort". Mundorf installed the entire system in the Nürburgring,



**Even this racer needs HECTOR – or he does if he wants fuel.**

also known as the 'Green Hell' because of its wooded surroundings, over the winter months, before Reiner Hamburger put HECTOR into operation. And there wasn't much to see while the work was carried out during this race-free period either. No pit girls – "just snow", laughs Reiner Hamburger.

**PARKING**

# Cutting-edge technology

**Major success for Hectronic: Acquirer First Data certifies the first parking ticket machine which fulfils the required Chip & PIN standards with CITEA Pin.**

At the ParkEx trade show in London, Sales Manager Stefan de Boor was presented with a certificate, the contents of which left him beaming. It is hardly surprising as Acquirer First Data was certifying that Hectronic is a manufacturer of Chip-&-PIN-compatible parking ticket machines which meet the required standards. "The CITEA Pin has made us technological pioneers as we are the first company to be certified in this important sector", comments Stefan de Boor on the ground-breaking nature of this document. Since 2005, this certificate has been a prerequisite for the installation of parking ticket machines which accept credit cards in English cities. Stefan de Boor: "This makes us the best, as these criteria represent the cutting edge of the entire sector." The advantages are obvious and impressive: more security, more convenience, reduced cash-handling costs and fewer revenue losses from credit card fraud. And another thing: banks in England will now only accept the use of this latest technology. If it is not used, they will not cover the costs which arise from malfunctions or fraud. This package imposes the highest requirements on both software and hardware. For example, the PinPad has to be installed in the device in a position which guarantees extensive visual protection. Cooperation with the



**"We are the first!" stated Sales Manager Stefan de Boor, overjoyed about the certificate for the CITEA parking ticket machine.**

provider is also under intense scrutiny. Therefore, a whole package of measures had to be brought together seamlessly – an activity carried out by a well-coordinated team. Stefan de Boor emphasizes the excellent cooperation of all concerned: "Hectronic has formed an effective quartet with Thales (the company responsible for the PinPad and the card reader), the 3C provider and our British partner, ZEAG".

**SHORT STORIES**

## PetroPoint and Pata Negra

What do PetroPoint and Pata Negra have in common? Admittedly, it is a difficult question. The answer is that they are both top-quality products, even if they are in completely different sectors. While PetroPoint is Hectronic's proven vehicle recognition system, Pata Negra is a make of luxury ham from Spain. In English, the name translates as 'black hoof', a reference to the hooves of the dark-coloured Iberian pigs which live in the light cork forests and live mainly on a diet of acorns and fresh herbs.

This was learnt by the 30 participants



of the sales meeting in Bonndorf, which concluded with a seminar on ham. The theory about smoked or dried specialities was then put into (long-awaited) practise. And the ham really did taste delicious.

# Model of success being presented in Lisbon

**During a top-class staffed meeting in Lisbon the smart parking concept was being presented. It ensures a higher acceptance by the population, more proceeds and lower costs. The Hectronic parking ticket machine were also present with an amount of 600 and there were a lot of positive things to report about these**

Here works everything faultlessly - this became obvious while visiting at the face, to which Hectronic Manager Stefan Forster and the Manager of the French Hectronic subsidiary Sylvain Duverger were invited. At least in the area, where S-Park is active. The young company took over 500 parking ticket terminals from the state-owned company EMEL and from there on things completely changed. The acceptance of the terminals is high and the proceeds rise. So how does this

Portuguese solution work? In the first place, the entire region is divided into a number of areas. In each of these areas, traffic wardens patrol clearly assigned streets inspecting the cars. The control centre offers a wide range of data evaluation options. Each individual vehicle with outstanding fines is registered here; every ticket machine is listed separately. Quite impressive, considering that Lisbon has just under 38.436



**One of the 600 PA2/1 in Lisbon.**

parking spaces managed by approximately 1,700 parking ticket machines. There are 600 Hectronic PA2/1 parking ticket machines in use, all equipped with GPS and GPRS. This number is also likely to increase in the near future as the local authority are entirely satisfied with the Hectronic machines.

The reasons are protection against vandalism thanks to the PA2/1's aluminium casing, which is also easy to clean. And there is no question that the PA2/1 cashbox is easy to use, meaning that time and personnel costs can be kept to a minimum. Despite the above, the ambitions of the parking area organisers are not yet satisfied. Thoughts have already turned to future developments. For instance, initial discussions are underway as to whether it would also be possible to apply the 'Via Verde' toll system to the parking sector.

**EXHIBITIONS AND MEETINGS**

**“Hardly time to catch our breath”**

**INTERTRAFFIC:** Once again, the Intertraffic trade fair proves to be a real crowd puller. Almost 24,000 visitors from 110 countries flocked to this major trade fair for the parking industry in Amsterdam. And at the centre of it all was the Hectronic stand. Sales Manager Stefan de Boor remembers, “We met so many visitors,



**Almost like at a big movie premiere - the booth of Hectronic was a real eye-catcher**

there was hardly time to catch our breath”. The international appeal of the Amsterdam trade fair was clear from just looking at the partners who visited Hectronic, including Rauwers from Belgium, Modul System from Sweden and Wilson Technologies from Australia. CITEA, the next generation of parking ticket machines,

was a particular draw. And it’s easy to see why: CITEA Pin, CITEA Card and CITEA Smart together form the perfect on-street parking meter solution.

Stefan de Boor explains, “We can cater to all needs, including cashless payment and cards with or without additional PIN”. This resulted in many interesting discussions over the course of the event, some of which allowed Hectronic to go beyond its previous reach. For instance, links were forged with Mexico,

a new distributorship agreement was signed and a partnership was formed with Canadian company Electromega.

Maintaining existing partnerships was just as important, and the Intertraffic offered the perfect setting.

The evening spent at the traditional Haesje Claes restaurant also proved a hit. Hectronic invited 60 guests to this almost 400-year-old building where an excited atmosphere flourished. Summing up a successful event, Stefan Forster comments, “Intertraffic 2006 was an out-and-out success”.



**The hostess, Gosia, the centre of attention in her Marilyn Monroe outfit, was also beaming.**

**In typical Polish style**

**SALES CONFERENCE IN KRAKOW:**

A location commonly known as one of the most beautiful cities in Europe. It is there that Hectronic invited their international partners to a sales conference. And they came in floods. Managing Director Stefan Forster and his team welcomed 60 representatives from 30 nations. A meeting of the Polish branch also took place at the same time, attended by approximately 30 domestic partners.

Hectronic was not the only one to give a presentation. The partners themselves also took the floor and spoke about their projects using Hectronic products. LAS from South Africa spo-



**...then pleasure. And Hectronic’s Managing Director Stefan Forster (centre) was not the only one called upon to dance by the girls from the folk dance group.**

ke about their experiences with smart refuelling in mines; Multifrota from Portugal spoke about their use of the PetroPoint Retail automatic vehicle recognition system. Jan Baranski, representative of Neste from Poland, spoke about a pilot system using HecStar. He placed special emphasis on the user-friendliness of this autofuel terminal for the public sector.

Outside the boardroom, a diverse programme was provided, offering the participants an insight into Polish history. Amongst other activities, a visit was made to the famous Wieliczka salt mine.

The mine stretches from some 300 kilometres and has been a UNESCO world heritage site since 1978.

The agenda naturally also included a tour of the exquisite city of Krakow with its sites such as Wawel castle and St. Mary’s Basilica. And don’t forget the meals. Good, rich and hearty – “typical Polish food” in the words of Marketing Assistant Anna Rulaff.

Good conversation, excellent atmosphere and almost even a hint of sadness at it having to end – the conference in Krakow will be fondly remembered. Sales Manager Oliver Huber summed up saying, “It was really a great conference”.



**First work...**

**Impressum**

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