

A man in a dark suit and light blue shirt is looking down at his smartphone. He is standing next to a car, with a gas station pump visible in the background. The scene is dimly lit, suggesting dusk or dawn.

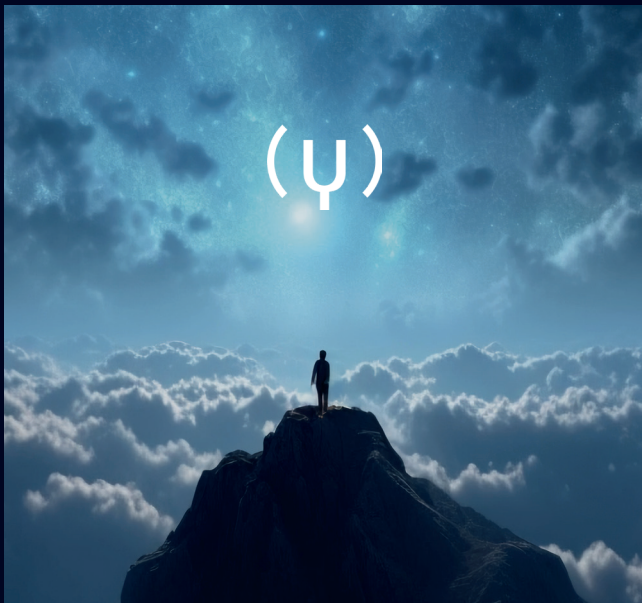
Syntphony Stations

A modular, end-to-end cloud platform designed to transform service station operations. We streamline processes, enhance satisfaction and enable seamless integration, helping retailers become agile, connected and customer-focused in a dynamic environment.



syntphony

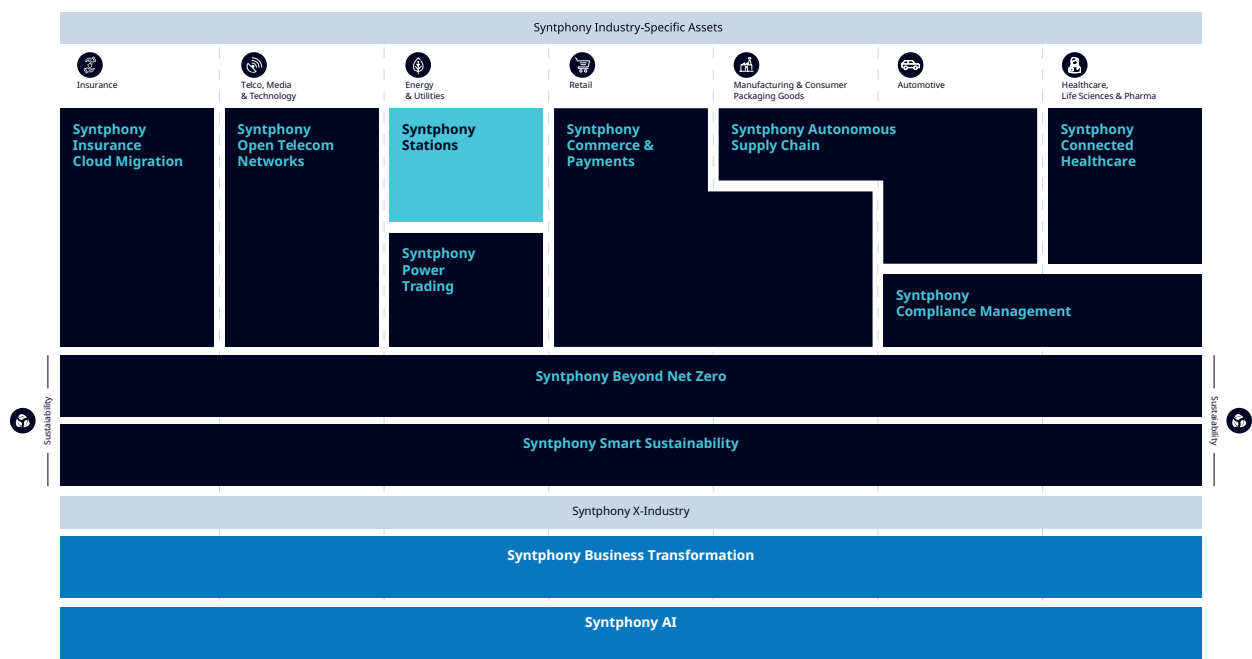
We develop products and solutions that are in tune with businesses



Syntphony is the composable platform of digital products and solutions from NTT DATA, created to help global organisations accelerate innovation, align business strategy with technology, and scale transformation initiatives with speed and efficiency.

Designed for enterprises that demand flexibility, modularity and integration, Syntphony offers a portfolio of ready-to-deploy, enterprise-grade digital products developed by NTT DATA's global talent network. By combining business consulting expertise, proprietary technologies and industry knowledge, the Syntphony ecosystem multiplies the value for clients, reducing time to market and unlocking synergies across multiple domains.

Syntphony is the most valuable Product Composable Platform of NTT DATA, enabling clients to orchestrate scalable, resilient, and future-ready business solutions.



The sector is shifting. Experience matters more than ever now.

Quarter-hour trading is here. Gain processing agility and real-time insights to rethink how you trade energy.



Fuel meets digital demand

The rise of EV, alternative fuels and digitally savvy consumers accelerates transformation.

Traditional systems can't keep up.

Modular, scalable solutions are now essential for delivering real-time insights, seamless integration and the kind of service modern customers expect from every station visit.

Focused on station complexity

We focus on the new digital station: modular, integrated and efficient.

From autonomous shops to digital labels and multi-energy pricing, our solution responds to every challenge retailers face.

We make modernisation practical, profitable and tailored to your current and future operating models.

Growth follows transformation efforts

This market is ready.

As C-Store solutions reach nearly USD 2 billion today, growth depends on maturity and timing.

With years of experience and successful global deployments, our platform addresses the moment with a solution designed for lasting relevance.

We simplify service station operations with intelligent, future-ready infrastructure.

Reduce stress and gain control with data that finally speaks the same language. Gain peace of mind with an agile, secure, fully integrated environment.

Retail operations lack integration and control

Retail managers face fragmented data, uncoordinated systems and limited visibility.

This delays decisions, hinders agility and complicates customer-centric strategies. As market conditions shift rapidly, the lack of integrated platforms slows adaptation and increases inefficiencies.

To remain competitive, service stations need centralised control of operations, aligned with customer expectations and capable of scaling quickly in a constantly changing retail landscape.

End-to-end digitalisation for fuel retail

Syntphony Stations is a SaaS platform designed to streamline and centralise retail fuel operations. It covers all core processes—sales, logistics, payments and loyalty—through a flexible, cloud-native system.

It enables quick deployment, seamless integration and cost reduction, adapting to each client's business model with a modular architecture.

Our solution evolves with your business and your customers.

Smarter stations. Faster growth. Lasting results.

For retail energy operators needing streamlined, scalable management, Syntphony Stations is a cloud-native SaaS platform that centralises service station operations across sales, payments and logistics.

Unlike traditional systems, our solution is fully modular, fast to deploy, and integrates easily.

It brings peace of mind, efficiency and adaptability—delivering tangible impact from day one.

Build for speed. Designed for scale.

We are not just a product—we are a specialised team with deep industry knowledge.

Syntphony Stations adapts to your operational model with a modular cloud platform designed for real business transformation.

We reduce complexity, accelerate deployment, and stay close to your evolving needs—delivering technology with business impact, not just features.



Revolutionizing Service Station experiences with agile, flexible, low-code, comprehensive end-to-end solutions

At Syntphony we design the evolution of the consumer and customer experience at service stations, offering incomparable solutions that distinguish us.

Time to Market

We pride ourselves on our agility and efficiency in bringing products to market, enabling our clients to stay ahead of the competition and capitalize on emerging opportunities swiftly.

Flexibility

We offer unparalleled flexibility in adapting our solutions to meet the unique needs and preferences of each client, ensuring maximum satisfaction and effectiveness.

Low-code approach

Embracing a low-code development methodology sets us apart, allowing for rapid prototyping, iteration, and customization without sacrificing quality or scalability.

Comprehensive coverage

Our solutions go beyond the limitations of our competitors, offering a more extensive range of functionalities and services to address the diverse needs of our target market comprehensively.

End-to-End Solutions

We offering fragmented solutions, we provide end-to-end services, covering every aspect of our clients' requirements from implementation to ongoing support, ensuring a seamless and hassle-free experience.



Agile stations. Lower costs. Data-driven business from day one.

Benefits

Centralised operations

Gain full control of station operations across your network, improving decision-making and streamlining processes from a single, cloud-based environment.

Real-time responsiveness

Monitor performance and respond instantly to operational events or market shifts with real-time data and process visibility.

Integrated business processes

Manage sales, logistics, payments and loyalty in a unified environment—ensuring seamless coordination across all business areas.

Customer-centric design

Enable data-driven engagement and loyalty strategies tailored to customer behaviour, improving satisfaction and boosting repeat business.

Rapid deployment

Deploy in minutes with minimal disruption. Perfect for fast, scalable rollouts across multi-site networks and evolving retail models.

Modular scalability

Adopt only the modules you need. Scale flexibly across locations, formats and business models like COCO, CODO or franchise.

Cost efficiency

Reduce IT overhead with low-code architecture, simplified deployments and minimal hardware requirements for long-term operational savings.

Sector-specific expertise

Benefit from our knowledge of fuel retail operations and extensive project experience to tailor solutions to your station's real needs.

Features

Hardware agnostic

Compatible with Android and Windows devices, allowing maximum flexibility in adapting to your existing infrastructure and preferences.

Real-time data engine

Captures, processes and displays operational data instantly, improving responsiveness and eliminating delays in decision-making.

Full process coverage

Covers all shop and forecourt processes—inventory, staff roles, payment terminals, click & collect, digital labelling and more.

Loyalty module

Manage personalised rewards, promotions and customer profiles—driving retention and sustained engagement from your user base.

Enabler module

Centralises solution management and simplifies integration with legacy and third-party systems via APIs—ensuring seamless technology alignment.

Advanced user permissions

Define roles, manage access and protect data integrity through robust user management tools and security protocols.

Inventory control

Track and optimise inventory in real time, minimising waste and ensuring product availability across all service points.

Embedded analytics

Leverage built-in analytics to uncover trends, identify inefficiencies and inform strategic improvements in station performance.

High-Speed Retail Deployment

Retail executives needing to launch or upgrade outlets quickly benefit from Syntphony Stations' low-impact deployment model.

Its cloud-based, modular structure allows for installation within minutes, reducing disruption and enabling rapid business continuity.

This use case is critical for retail heads rolling out new formats or responding to evolving market conditions in record time.

Network Operations Standardisation

Syntphony Stations is ideal for companies managing diverse service station models (COCO, CODO, DODO).

It enables them to harmonise operations, simplify rollouts, and maintain consistency across markets.

By centralising network activity and unifying processes, decision-makers can scale more confidently, maintain service levels, and align with global business strategies—especially useful in multinational transformation programmes like OASiS.

Real-Time Inventory Oversight

Operations managers require real-time stock visibility to avoid service interruptions and losses.

With integration into handheld devices and a centralised cloud platform, Syntphony Stations allows for dynamic tracking and fast replenishment decisions.

This scenario is especially valuable for fuel station chains with frequent delivery cycles and a need for precise stock alignment.

Loyalty Programme Management

Customer loyalty has become a strategic lever in competitive markets.

Marketing and retail heads use Syntphony Stations to design and manage personalised loyalty schemes, track customer behaviour, and analyse reward performance.

This use case fits organisations prioritising customer retention, with ambitions to grow brand affinity and increase visit frequency.





About NTTDATA

NTT DATA - a part of NTT Group - is a trusted global innovator of IT and business services headquartered in Tokyo. We help clients transform through consulting, industry solutions, business process services, IT modernization and managed services. NTT DATA enables clients, as well as society, to move confidently into the digital future. We are committed to our clients' long-term success and combine global reach with local client attention to serve them in over 50 countries.