

Dover Fueling Solutions® Showcases the Power of Partnership and Advantages of a Truly Connected Forecourt at NACS

DFS brings its connected ecosystem to life at NACS, delivering the forecourt experience retailers have been waiting for.

AUSTIN, TX – October 13, 2025 – [Dover Fueling Solutions® \(DFS\)](#), a part of Dover Corporation and a leading global provider of advanced customer-focused technologies, services, and solutions in the fuel and convenience retail industries, will showcase the power of partnership and demonstrate its fully connected forecourt experience at the 2025 NACS Show. Five years after launching its groundbreaking DFS Anthem UX® platform on the Wayne Ovation® fuel dispenser, DFS is delivering on its long-term vision of a fully connected, secure, and seamless ecosystem by integrating its powerful Anthem UX platform, Bulloch POS™, and Site IQ (SIQ) technologies.

According to a recent DFS + NACS Research survey of North American fuel and convenience retailers, today's retailers are grappling with the effects of high operating costs (48%), mounting economic pressures (38%) and declining in-store sales (23%). Fueling and convenience leaders need integrated applications that work in concert to deliver a simpler, more consistent forecourt experience, supporting both operational goals and revenue growth.

"Retailers benefit most when their core technologies are designed to work together from the start," said Kendra Keller, VP & General Manager, DFS. "Because DFS owns the full tech stack – from dispensers and POS to remote monitoring and media – we're able to deliver a more unified and effective experience. That's exactly what we're showcasing at NACS: a connected forecourt where every product is built to work together, making DFS an unmatched partner in delivering the results retailers expect."

Smarter Promotions and Customer Engagement

DFS is unveiling several new features that elevate the fueling experience into a dynamic point of engagement with [Bulloch POS](#) playing a central role. Through that integration, retailers can now display real-time promotions on the [Anthem UX](#) platform, allowing consumers the unique ability to add items, such as ice, firewood, or windshield wipers, directly to a fuel purchase in a single transaction. Full-screen billboard media offers an immersive way to capture attention at the pump, and new coupon-printing capabilities enable consumers to receive on-the-spot offers during fueling, both aimed at driving in-store foot traffic and increasing high-margin sales.

Operational Efficiencies, Delivered

Furthermore, DFS is providing retailers with the ability to take real-time action directly from the counter through integrations between the Anthem UX platform and both Bulloch POS and SIQ.

New capabilities coming soon include restarting equipment, opening help desk tickets, and marking fuel grades as unavailable to deliver enhanced operational efficiency.

Integrated with the Anthem UX platform and designed for operational simplicity, Bulloch POS minimizes friction across the site with features such as dual-terminal redundancy, remote updates, and configuration backups. Those capabilities are further strengthened through DFS's monitoring and automation tools. With [DX Monitor®](#) and SIQ working together, retailers can gain advanced visibility into dispenser diagnostics, flow rates, and outdoor payment performance. This enables actionable intelligence and targeted automated resolution to mitigate issues before they impact operations. The shift from passive alerts to proactive diagnostics helps drive higher uptime and lower total cost of ownership, providing a more seamless experience for operators and customers alike.

Five Years of the Anthem Experience

Over the past five years, the Anthem UX platform has evolved from a bold reimagining of the dispenser interface into a connected, cross-forecourt platform. Today, the Anthem UX platform brings consistency, control, and adaptability to every touchpoint, delivering improved customer loyalty and retention, as well as an unmatched customer experience.

Forecourts equipped with the Anthem UX platform sell 27% more fuel and process 28% more pump transactions on average than nearby competitors, turning the screen into a source of measurable profit. With [more than half of consumers](#) noticing ads at the pump – and [one-third](#) saying those ads drive them into the store – Anthem UX platform's 27-inch dynamic display provides a powerful edge.

"When we launched the Anthem UX platform five years ago, we set a new industry standard, introducing the most advanced and interactive dispenser experience on the market," said John Morris, Sr. Director of Anthem Product Management at DFS. "While other competitor forecourt interfaces have barely changed in the last decade, Anthem UX has evolved into a powerful platform that connects the entire site. With Anthem UX platform, Bulloch POS, and SIQ working together, we're delivering an unstoppable experience that not only meets expectations – but redefines them."

Visit DFS at [NACS booth #S4118](#) to experience the connected forecourt in action. For more information on DFS and our products, visit www.doverfuelingsolutions.com.

About Dover Fueling Solutions

Dover Fueling Solutions® is part of Dover Corporation and a leading provider of advanced energy dispensing equipment, electronic automation, point-of-sale and payment systems, automatic tank gauging and subscription solutions to fueling and convenience retail customers worldwide. Comprised of brands Wayne®, Tokheim®, OPW®, ClearView™, PetroVend®, ProGauge™, Fairbanks®, AvaLAN Networks™, LIQAL®, Bulloch Technologies®, and Site IQ™, DFS is dedicated to offering a broad range of solutions that power vehicles, including conventional fuel

and clean energy products that support gasoline, diesel, bio-diesel and ethanol as well as LNG, H2, LPG, CNG and EV chargers.

Headquartered in Austin, TX, DFS has a strong global manufacturing and technology development presence, including facilities in Brazil, Canada, China, India, Italy, Poland, Belgium, the Netherlands, the United Kingdom and the United States. For more information about DFS, visit www.doverfuelingsolutions.com.

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