

Frequently Asked Questions

Prizma

Why has Dover Fueling Solutions (DFS) made the decision to rebrand the Tokheim Fuel POS® (point-of-sale) system to 'Prizma'?

Almost 30 years ago, the first iteration of the Tokheim Fuel POS® (point of sale) system was created, a system specifically built for optimally managing fuel transactions since fuel was the number one revenue generator on forecourts at the time.

Over time, the emphasis on monitoring has shifted from fuel to include convenience retail (including e-vouchers, food corners, car washes, loyalty programs, etc), and the Tokheim Fuel POS has changed with the times to support the monitoring of these additional assets. However, the name of the product has not evolved to be truly representative of what the Fuel POS truly does, or what it may come to do in the future.

Therefore, DFS has decided to update the product name to not only represent what it is already capable of doing, as well as what it will be able to do in years to come – offer an expanded frictionless customer experience, hyper-targeted promotions, support Electric Vehicle (EV) chargers and enhanced food service offerings, integrate with electronic shelf labeling and pre-order systems, etc.

DFS has chosen the name Prizma because it synonymizes with the word “prism”, an object that separates white light into a spectrum of colours. This is similar to how Tokheim Fuel POS has evolved from just focusing on fuel as its primary product, to a broader spectrum of areas in fuel and convenience retail.

Why is DFS rebranding Tokheim Fuel POS now?

Our customers are looking for a solution that goes beyond fuel monitoring and the standard POS system. When Tokheim Fuel POS was first released, its primary goal was to facilitate fuel dispensing and payment. Today's goals and customer needs are much broader. Tokheim Fuel POS is seen as a central site hub managing all on-site assets and site data.

When will the Prizma name come into effect?

DFS will officially be using the name Prizma in replace of Tokheim Fuel POS from 23 May, 2022.



How does the Prizma ecosystem relate to the DFS DX™ connected solutions platform?

The Prizma ecosystem is made up of multiple products, including The DFS DX platform. The messaging and positioning to customers is that Prizma provides capabilities surrounding control, connectivity, refueling and shopping.

Is Prizma a complete back-office system?

No, but DFS has back-office solutions through its partner network, and to some extent, through DX Retail™.

Does Prizma offer integration with the DFS Fusion™ automation server version 3?

Yes, the DFS Fusion V3 already works with Prizma.

Will the legacy brand name Tokheim ever be used in combination with Prizma?

No, but the Tokheim name is still indirectly linked to Prizma through the Tokheim OASE™ (Online Authorisation and Switching Environment) and the Tokheim Crypto™ VGA OPT (Outdoor Payment Terminal).

Will the products user interface change as part of the rebrand?

There are no current plans to change the user interface.

Will TSG remain the only distributor for Prizma in Europe?

They are the primary distributor, but not the only one.

Will existing Tokheim Fuel POS contracts have to be updated to Prizma?

No, existing contracts that mention Tokheim Fuel POS will not change.

Is this globally available?

Currently, we are only focused on Europe.

