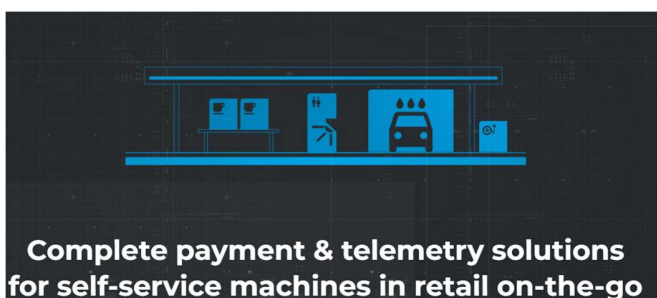


How a Dutch scaleup expanded into Fuel and Convenience retail by IoT enabling most machines

Founded in 2015 Connected Molecules has built a successful business model driven by visionary retailers in the Netherlands.



It's a business model whereby connecting all machines such as Car washes, Snack vending machines and Coffee machines onto an uniform API allow new business models to flourish unhindered meaning fast, economical and with no ties to equipment manufacturers.

Trusted Advisor

Connected Molecules engaged with fuel retailers domain expert to drive the awareness in the European market of this new solution. It quickly became apparent that involving the broader ecosystem of digital solutions at the fuel retail sites was needed.

Innovation – Standardization and IoT

As in many other industries when the ecosystem gets involved the open API mindset prevails. Connected Molecules quickly got conceptual acceptance from many fuel retailers and most of the systems suppliers.

The Results Came Fast

Domain experience and use of network led to access key players both in terms of fuel retailers and digital ecosystem. This included insights into where the end customers and payment methods were on their digital journey allowing Connected Molecules API to become relevant in the local context.

A year later many of the leading solution providers include Connected Molecules API as part of their offering when building solutions to boost Coffee and Car wash sales across Europe's Fuel retailers.

From Raaby 2020's toolbox

- Strong network within the retailers and suppliers allowing customer and stakeholder access.
- Deep industry understanding helps to understand each customer's focus areas and needs in detail.