

ExxonMobil Leverages IBM Cloud To Help Transform Speedpass+ App

ARMONK, N.Y., July 19, 2018 /PRNewswire/ -- IBM (NYSE:[IBM](#)) today announced that ExxonMobil, the largest publicly traded international oil and gas company, has been using the IBM Cloud as the foundation for their Speedpass+™ app. The mobile app delivers greater levels of personalization, efficiency and security to its customers and enables them to pay for fuel and car washes via their mobile device instead of swiping their credit card.

The Speedpass+ app was designed and developed by [IBM iX](#), one of the world's largest digital agencies and global business design partners, with the goal of blending analytics, design and development to create a new and differentiated experience for ExxonMobil customers. The Speedpass+ app also taps into Watson Campaign Automation on the IBM Cloud to target promotions and loyalty programs directly to users, giving them easy access to exclusive promotions. Since rolling out the app, ExxonMobil has found that by adding personalized convenience to the consumer experience, it creates a more loyal consumer.

With more than 1 million downloads from the App Store and Google Play, the Speedpass+ app transforms the fueling experience by providing a more convenient and protected way to pay at the pump at more than 11,000 Exxon and Mobil stations across the United States. The app leverages the IBM Cloud to process and analyze mobile transaction data from drivers at the gas station to get drivers back on the road faster. To fill up using the app, customers select their pump through the app, with payment details being processed with security on the IBM Cloud. In addition, the seamless integration their loyalty program allows customers to collect rewards points with every fuel purchase.

"Our strong partnership with IBM has created a user experience that puts the consumer first by providing an efficient way to pay for fuel at the pump," said Eric Carmichael, Americas fuels marketing manager, ExxonMobil Fuels & Lubricants Company. "We are excited to work with innovative companies such as IBM, making it possible to provide additional benefits to our Speedpass+ app users."

"After decades of working with ExxonMobil on their digital transformation, we are continuing our collaboration with this project that takes advantage of higher value services like Watson on IBM Cloud," said Scott Lieberman, North American Leader, IBM iX. "The Speedpass+ app re-imagines the experience of purchasing gas, helping to set ExxonMobil apart from competition, especially amidst peak summer travel season."

About IBM Cloud

With \$18.5B in annual cloud revenue, IBM is the global leader in enterprise cloud with a platform designed to meet the evolving needs of business and society. Moving past productivity and cost improvements, the IBM Cloud is tuned for the AI and data demands that are driving true differentiation in today's enterprise. IBM's private, public and hybrid offerings provide the global scale businesses need to support innovation across industries, while its nearly 60 Cloud Data Centers across 19 countries help clients meet their expanding data locality requirements. For more information on IBM Cloud, visit: ibm.com/cloud

About ExxonMobil

ExxonMobil, the largest publicly traded international oil and gas company, uses technology and innovation to help meet the world's growing energy needs. ExxonMobil holds an industry-leading inventory of resources, and is one of the world's largest integrated refiners, marketers of petroleum products and chemical manufacturers. Follow ExxonMobil on Twitter: www.twitter.com/exxonmobil.

For more information on IBM Cloud and IBM iX, visit: ibm.com/cloud and <http://ibmix.com>.

For more information on Speedpass+, visit: Speedpass.com/.

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