

KSS MAPPING

Steer through your markets and rapidly assess performance and the competitive landscape with the KSS Mapping solution. Navigate your network and rapidly assess key pricing and performance data through map-based displays.

THE SOLUTION – A NEW WAY TO NAVIGATE PRICING

As its name suggests, KSS Mapping uses a map-based display showing all fuels suppliers geographically on up-to-date maps with the added option of satellite photographs where available. Simply enter the location (city, state, zip code) and KSS Mapping will display the latest pricing and performance data for your sites as well as competitor sites.

- **Competitive Landscape** - locate all fuels suppliers geographically on up-to-date maps
- **Details by Site** - display latest pricing data for own and competitor locations
- **Price Zones** - define and validate micro-markets and price zones
- **KPI** - present key performance indicators for every site ; providing notification of sites waiting for prices, sites that have not submitted surveys and/or changed prices
- **User Friendly** - easy access and review for executives and non-pricing personnel
- **System Integration** - fully integrated with PriceNet and RackPrice
- **Local Demand** - review site locations, competitor proximity, traffic patterns and other key market features affecting demand

KSS Mapping is the business intelligence tool needed to rapidly assess local market conditions and validate new price proposals.

BENEFITS

- Service is web-based, so you and your employees will have access to the software at all times
- Rapid assessment of key price and performance data
- Assess impact of new site openings and competitor closures
- Identify potential opportunities resulting from traffic pattern changes
- Gain a deeper understanding of relative competitor influence without the need for site visits
- Intuitive navigation of your locations through familiar mapping technology

RAPID IMPLEMENTATION

KSS Mapping is a web-based application that is quickly implemented with minimal client PC footprint, enabling you to realize the benefits quickly and with minimal effort. The system fits easily with your existing infrastructure and integrates seamlessly with the PriceNet and RackPrice applications.

BUSINESS IMPACT

KSS Mapping is designed to integrate seamlessly with your existing systems. It requires no additional resources or extensive training.

ABOUT KSS

KSS Fuels is the leading global provider of pricing software, analytics and consulting services to fuel retailers and wholesalers in the oil & gas, convenience store, grocery and retail industries. Providing "Knowledge beyond the numbers," KSS Fuels helps fuel marketers and distributors implement effective pricing solutions and increase profitability through the use of knowledge and numbers. The company's US headquarters are located in Florham Park, New Jersey, and its international headquarters are based in Manchester, United Kingdom. For more information about KSS Fuels, please visit www.kssfuels.com.

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