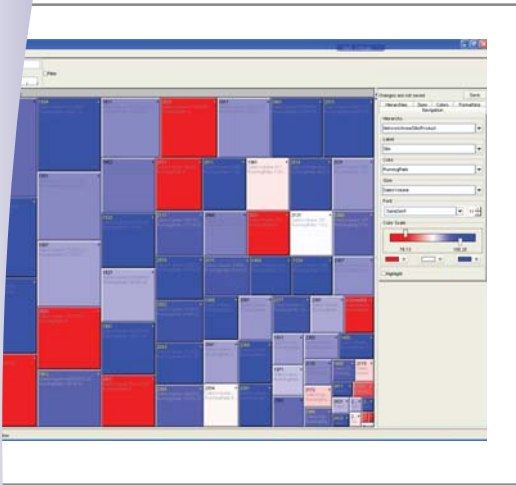


KSS VISUALIZER



Identify business critical pricing and performance issues with KSS Visualizer. This intuitive business intelligence tool facilitates instant access to all key performance metrics and instant prioritization as to where to focus attention.

THE SOLUTION – BUSINESS INTELLIGENCE BECOMES PRICING INTELLIGENCE

KSS Visualizer is a web-based data visualization tool intended to draw attention to significant changes in performance measures such as volume, running rates, margin, competitor price position, etc, at any level of business from individual grade/store to overall network.

Using color to indicate deltas to user-configurable goals or measures, KSS Visualizer allows users to instantly identify issues demanding their attention without the need to analyze tables of numbers in spreadsheets or make sense of data coming from multiple data sources. The initial view presented shows performance across all of the sites; drilling into the data live allows analysis at region, district, area, site or product.

- **Grading** - identify the opportunities and issues within your network through the use of color; the more intense the color, the greater the delta to a desired target
- **Reporting** - generate instant reports
- **Configurable** – users can easily configure the tool to represent their network hierarchy
- **Drill Down Details** – display more/less details with a click of a mouse

Using the information provided by KSS Visualizer will promote further investigation – for example, why is a margin at a particular site less than expected or why is the volume at a certain rack above plan – and encourage discussions about company-wide best practice. This could then drive changes to settings in whichever pricing solution is deployed – PriceNet, RackPrice or the customer’s incumbent pricing system.

The data included in the KSS Visualizer analysis can be from the PriceNet or RackPrice systems. Data that isn’t stored within either of KSS Fuels’ products can also be displayed – for instance, foot traffic into a store or key category sales can be added as a metric that can be viewed in KSS Visualizer.

BENEFITS

- Rapidly identify high/low performing sites or racks/terminals through the use of color
- Easy and fast drill-down saves time analyzing lots of data to get results
- Designed for pricing analysts, pricing managers and executives
- Prioritize activities to maximize effectiveness
- Highly configurable for analyzing different data types at any company level
- Web-based – runs on any PC with a browser

RAPID IMPLEMENTATION

To ensure the benefits can be realized across your entire business, KSS Fuels is leading the way in delivering a scalable, on-site solution that fits easily with your existing infrastructure. At the heart is an intuitive, web-based user interface designed around the pricing workflow. Interfacing to legacy or third-party systems, including enterprise suites, is managed using standard components already a part of the PriceNet or RackPrice solutions.

BUSINESS IMPACT

KSS Visualizer is designed to integrate seamlessly with your existing systems. It requires little additional resources and minimal training. Having the ability to quickly assess where there are potential business issues and providing focus to pricing parameters that impact profitability will drive incremental revenue to the bottom line.

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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