

# PRICENET SaaS

When capital expenditures and/or IT resources are limited it's time to consider a SaaS solution. Software as a Service (SaaS) is simply the use of a software system that is hosted by the provider, eliminating the need for costly equipment and/or IT personnel to maintain the system. Upgrades, maintenance and back-ups are all handled by the provider.

## THE SOLUTION – WEB-BASED PRICING

PriceNet is a comprehensive, headquarters software application designed to support all aspects of daily retail fuels pricing and performance management. PriceNet manages and recommends retail and/or dealer tank wagon prices for all fuel grades with the aim of delivering higher gross margin and profit performance for given volume targets.

Now you can get the functionality of PriceNet as a SaaS (Software as a Service) solution. It's simple to install, all you need is a suitable web browser and an internet connection. And it's easy to maintain since PriceNet is hosted as a web based application and maintained by KSS Fuels.

PriceNet works within the limits of your existing pricing policy while using such features as:

- **Pricing Analytics and Business Intelligence** - competitor visibility, reporting, performance monitoring
- **Rules-based Pricing** - rapidly generate new prices to maintain competitive price position, consistently
- **Price Modeling** – measure impact of price on volume, margin and profit
- **Price Optimization** – recommend prices to maximize margin for set volume targets

This system of process automation enables you to manage your network by exception, resulting in improved margin, meeting volume targets, more consistent price image and no costly pricing errors. PriceNet can help drive efficiencies and facilitate best practice across your organization while providing critical information sharing in real-time between field and head office since it operates as a web-based solution.

Comprehensive and flexible reporting provide “at a glance” capabilities to review site, zone and/or network performance versus targets, check latest competitor prices, locate under performing sites for action, review pricing tactics, tailor strategies, optimize prices and evaluate performance.

## BENEFITS

- Maximize gross margin and meet volume targets, without affecting price image, all within your existing pricing policy
- Confidently forecast volume by site and guide sites toward achieving their volume targets
- Reduce the time taken to respond to competitor price changes and other market conditions
- Quantify competitor strength by grade / by site and adjust pricing tactics accordingly
- Deal with new entrants without sacrificing volume or margin
- Eliminate costly pricing errors - achieve consistency across the network
- Continuously monitor performance - highlight exceptions and deal with them quickly
- Plan for and manage special events and holidays with better information

## RAPID IMPLEMENTATION

When using PriceNet as a SaaS, you pay a simple monthly subscription fee based on the number of users in any given month for the software that you use. If the number of users goes up or down in a particular month, you pay for only what you use. This has a tremendous effect on the management of business expenses. Interfacing to legacy or third-party systems, including enterprise suites, is managed using standard components already a part of the PriceNet solution.

KSS Fuels will provide on-going Software Maintenance and Support (SMS) and Model Maintenance and Support (MMS) to ensure you continue to achieve the maximum value from the our solution.

SMS provides hotline support during KSS Fuels standard working hours – accessed by phone and/or e-mail and a provision for software upgrades.

The competitive landscape, market conditions and mathematical modeling that underpins the scientific basis for optimization should be periodically updated and statistically assessed to ensure maximum performance is being derived from the software. Periodic refining of your specific data model will ensure the competitive market conditions are most effectively accounted for. This 'tuning' is referred to as Model Maintenance and Support (MMS) and is provided as part of your SaaS offering.

## BUSINESS IMPACT

Gasoline retailers who have adopted PriceNet experience increases in gross margin of 0.25 to 0.5 cents per gallon. These benefits accrue as soon as the system is implemented and are sustainable year-on-year, giving return on investment figures well under 12 months.

## ABOUT KSS FUELS

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](http://www.kssfuels.com).

## CONTACT DETAILS

N AMERICA (973) 549 1850 ▪ ROW +44 161 609 4013

[WWW.KSSFUELS.COM](http://WWW.KSSFUELS.COM)

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