



# PRICENET

Pressure on retail fuel margins has never been higher, making pricing more complex and demanding a more sophisticated approach. Competition is intense, market conditions are constantly changing, and consumers are less concerned about where they buy as long as the price is right. Surviving and competing in this environment requires operators to enhance their competitive edge by combining pricing process improvements with tools that can deliver incremental margin.

## THE SOLUTION – COMPREHENSIVE PRICE MANAGEMENT & OPTIMIZATION

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.

Proven in a range of markets around the world, PriceNet helps to maximize return on assets by managing pump prices across all channels of trade using one or more of the following:

- **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

All this takes place within the limits of your existing pricing policy and is highly supportive of the pricing process. High levels of data and process automation enable you to manage your network by exception – only focusing attention on the sites that need it. The result is improved margin, volume targets are met, more consistent price image and no costly pricing errors.

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.

Whether you operate in a stable or highly volatile market, PriceNet can help drive efficiencies and facilitate best practice across your organization, bringing consistency and a rapid response to competition. A web-based architecture also means you can share critical information in real-time between field and head office and keep key personnel informed of progress towards goals.

## 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

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 solution.

## 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.

PriceNet is designed to integrate seamlessly with your existing systems, requiring 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](http://www.kssfuels.com).

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