

RACKPRICE 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 – WHOLESALE PRICE MANAGEMENT & OPTIMIZATION

RackPrice is an end-to-end wholesale pricing solution that streamlines the pricing process while providing an unique insight into market dynamics and competitor pricing strategy. This is done through various tools that provide an in-depth repository of data to support the modeling and price generation processes, together with a data warehouse to support comprehensive analysis and reporting facilities.

Now you can get the functionality of RackPrice 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 RackPrice is hosted as a web based application and maintained by KSS Fuels.

- **Pricing Analytics and Business Intelligence** - manages and validates all pricing data elements (in real-time) including competitive intra-day pricing, volume targets, margins and channels with the use of interactive and customizable graphics and charts
- **Alerts** - simulates and tracks competitive moves in the market to identify factors your competitors are tracking with alerts to changes in their strategies
- **Price Modeling** - models pricing tactics and volume changes to determine effects from market events, competitive behavior and seasonality
- **Competitor Predictions** – predicts competitor prices by terminal, channel and product
- **Price Optimization** – recommend prices to maximize margin for set volume targets through volume planning, inventory clearing, contractual supply commitments, intra-day sales updates and supply/demand planning
- **Rules-based Pricing** – generates prices based off user configurable pricing rules with exception alerts flagged for analysts
- **Elasticities** – quantifies the relationship of price/volume sensitivity to set better prices, predict demand and maximize margins through mathematical models that extract elasticities from existing data
- **Reporting** – provides flexible ad-hoc analysis and report customization with easy export to other reporting and analysis tools

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 racks that need it. The result is improved margins, volume targets are met, more consistent price image and no costly pricing errors.

BENEFITS

- Maximize gross margin and meet volume targets, all within your existing pricing policy
- React quickly and more effectively to competitor price changes and other market conditions
- Quantify competitor strength by grade and adjust pricing tactics accordingly
- 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 RackPrice 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 RackPrice 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

RackPrice will help you achieve maximum volume and margins, without affecting price image, to stay in today’s highly competitive market.

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.

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