

## Centralize your pricing strategy to gain control, increase speed-to-market, and improve margins.

Fuel retailers, large and small, face many of the same challenges—the most common one being the manual processes surrounding fuel price management and the resulting delays and errors caused by them. From a single, easy-to-use interface, PriceAdvantage can help you streamline your fuel pricing processes, enabling you to push the right price to the right stores at the right time.



The PriceAdvantage Control Center supports your unique pricing strategy by allowing you to customize and execute on your specific business rules and conditions,

which can be as basic as automatically matching specific competitors or a completely optimized pricing method that includes economic modeling and price change confirmation.

PriceAdvantage centralizes and presents critical business data in a clear and meaningful way, replaces the need for multiple spreadsheets, and enables you to make rapid, informed price changes.

*Purchase only those components that you will use and allows to you to add or remove components*

**as your strategy evolves.**

*"It's a penny up,  
penny down game.*

*PriceAdvantage  
presents the  
information I need  
in a simple, single  
view so I can review  
each store quickly and  
determine the price I want  
posted to the street."*

**Rob Rinehart**  
DIRECTOR OF RETAIL PETROLEUM  
ROYAL FARMS

### PRICEADVANTAGE CONTROL CENTER ALLOWS YOU TO:

- › Establish business rules for each location, including pricing strategy against competitors, goals, and spreads.
- › Manage by exception. Review and approve only those stores prices that do not meet established criteria.
- › View and schedule price changes, including promotions and time/day trends.
- › Drill down to view all store commodities, current price, daily volumes, margins, targets, and historical performance.