

## Seamless integrations enable real-time price changes and confirmation.

Your retail fuel price is optimized only when it is at the store and implemented for your customers. Yet, this most critical step in full-circle price management is often hindered by manual price changes which are often time consuming and a common source of human error.



Use the PriceAdvantage Store component—the connection between you, your pricing analysts, and the store—to create full-circle price automation. This component allows you to push price changes that fall within your business rules directly to your POS solution, pumps, and signs. Once prices are changed on the signs and at the pumps a price change confirmation is sent from the POS system to your PriceAdvantage Control Center interface.

PriceAdvantage integrates all of your on-site software systems and devices allowing you to control price changes remotely.

*Price changes can be performed from thousands of miles away, even from a mobile device, and confirmed*

**in a matter  
of minutes.**

*"We saved  
half a penny per  
gallon driving  
record fuel sales  
and profitability in the  
first year. This was  
largely due to  
automation with  
PriceAdvantage  
software and Skyline's  
electronic price signs."*

**Rob Rinehart**

Director of Retail Petroleum  
Royal Farms

### PRICEADVANTAGE STORE ALLOWS YOU TO:

- › Maximize profits by promptly pushing price changes to store POS, signs, and pumps.
- › Reduce errors and labor-intensive, on-site processes.
- › Receive alerts for stores that have not updated pricing and confirmation for those that have.
- › Establish each store's POS commodity groups and pricing for tiers from headquarters, remote offices, or a mobile device.