



Faster, Easier Fuel Pricing

Software to Fuel Your Pricing Strategy™

719.362.8949 | PriceAdvantage.com



Improve Efficiency. Increase Profits.

The manual processes and human errors commonly found with fuel price management can negatively impact both profits and productivity. **PriceAdvantage™** can help you streamline your fuel pricing processes, allowing you to maximize margins, increase volumes, and improve customer service.

- › View real-time competitive information and store performance data.
- › Apply business rules and price strategies to each location and commodity.
- › Execute one-click price changes to POS, pumps, and electronic signs — in just minutes.
- › Manage your fuel pricing strategy anytime, anywhere — even from a mobile device!



*"We now make **better pricing decisions faster** and take advantage of market opportunities with strategic timing."*



Tom DiMercuiro
CFO, Flyers
55 Company Sites - California

*"PriceAdvantage has made a real impact on our margins and volume — **definitely worth the investment.**"*



Greg Parker
President, The Parker Companies
37 Stores - Georgia and South Carolina

Control and Confidence.

Apply your pricing business rules, analyze competitors, and quickly post new prices with confidence and control. PriceAdvantage provides you the freedom to purchase only those software components required to fuel your unique pricing strategy.



Control Center

This core component allows you to establish store-specific rules and conditions, analyze competitors, and quickly establish new prices.



Mobile

Store personnel easily enter competitor surveys while analysts execute new price changes – all from their phones. Download app from Google Play or Apple App Store.



Store

Push price changes directly to your POS solution, pumps, and signs then receive automated price change confirmation.



Financial Intelligence

Integrate your accounting and back-end systems to easily extract those specific data points that are critical to fuel marketing.



Competitive Intelligence

Pre-built integrations with the industry's leading competitive pricing data sources centralize competitive prices onto one screen.



Analytics

Easily analyze real-time performance against historical data for any store/commodity - comparing volumes, margins, and gross profit.



Reports

Instant, detailed reports and historical information that help fuel your unique pricing strategy and business goals.



Notifications

Learn when competitors change prices, store managers submit price surveys, or confirm that price changes have been made – or missed.



Predictive Modeling

Big data and machine learning - better predict customer tolerance for price increases and competitor movement. – allowing you to optimize your prices and market position.

Easy to use. Easy to install.

Be up and running in just weeks! Our pre-built integrations with POS and back-end systems provide rapid, easy installation and our software is so intuitive that little training is required.

1

SELECT DESIRED COMPONENTS

Choose only what you need to support your unique pricing strategy.

2

ENJOY RAPID IMPLEMENTATION

Our pre-built integrations with POS and backend systems make it easy.

3

MAKE FASTER, INFORMED PRICE CHANGES

Easy-to-use dashboards, robust data, one-click price changes.

“PriceAdvantage has helped optimize our employees’ potential to market and sell more products and services.”



Kyle Lawrence

President, By-Lo Oil / SpeedyQ Markets
18 Stores - Michigan



“We feel *deeply valued as a customer* and the PriceAdvantage team shows genuine concern for how the product performs for our company.”



Carter Shaw

Lead Pricing Analyst, Maverik
280+ Stores - Western United States



The PriceAdvantage Difference.

Based in Colorado Springs, **PriceAdvantage** is a privately held U.S. company founded on nearly 45 years of fuel marketing experience. Our parent company, Skyline Products, produces retail software solutions and thousands of American-made gas price and transportation signs annually. We are dedicated to the success of our customers and utilize their feedback and guidance to make the highest quality products available.

From the moment you engage with **PriceAdvantage** until each location is live, you will benefit from the service of a single dedicated sales and support team. Our agile team of professionals will embrace your goals, understand your limitations, and deliver honest, professional customer service.

RAPID IMPLEMENTATION

Be up and running in just weeks. Our pre-built, proven integrations to point-of-sale, back-office, accounting, and ERP systems enable rapid implementation and consolidation of real-time fuel pricing data. You don't need to hire consultants or pay for complicated customization.

NO HIDDEN FEES, NO SURPRISES

At PriceAdvantage, we have a singular focus on fuel pricing software. We will work with you to determine which of our software components best suit your fuel pricing requirements and present an affordable solution. Your initial purchase includes training, on-going support services, and free upgrades.



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