

A SINGLE SOLUTION
WITH 5 TOOLS TO
**MANAGE
AND GROW**
YOUR RETAIL FUEL
BUSINESS



PricePro



AnalyticsPro



MarginPro



DemandPro



MarketSharePro

OUR WEB-BASED
PLATFORM GIVES
YOU EVERYTHING
YOU NEED
TO ANALYZE,
STRATEGIZE AND
LEAD THE MARKET.

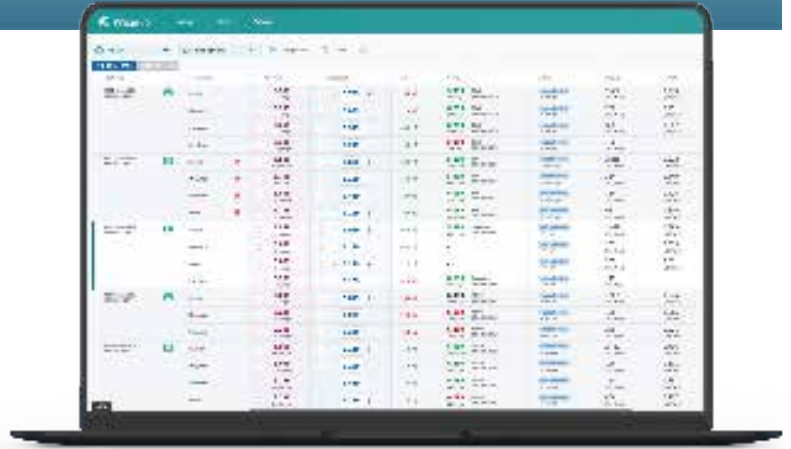
Optimize every aspect of retail station performance with our collection of five easy-to-use online tools, from real-time competitor pricing and alerts to market data that includes margins, market share and weekly volume trends.



PricePro

PROTECT MARGINS & VOLUMES

MAKE YOUR FUEL PRICES COMPETITIVE AT EVERY STATION, EVERY MINUTE OF THE DAY.



PricePro collects retail fuel prices in your local area, or across the country, throughout the day, with real-time notifications or scheduled pricing events so you can adjust your pump pricing and strategies faster than ever before.

With OPIS PricePro software, you'll get the right price in front of your customers as soon as possible.

- ✓ Integrate your POS directly into our open API at no extra cost.
- ✓ Set rules for store pricing vs. specific competitors.
- ✓ React to instant alerts via email or text when your rules are violated.
- ✓ Compare competitor historical prices.
- ✓ Eliminate the liability costs of competitor store surveys by employees.





AnalyticsPro

TRACK FUEL TRENDS

ANSWER YOUR MOST DIFFICULT QUESTIONS ON RETAIL STATION PERFORMANCE



OPIS AnalyticSPro is an online tool that utilizes sophisticated location-based technology tracking visit counts to help you evaluate pricing strategy, market share by visit counts, competitive elasticity, and market growth by brand for individual sites.

- ✓ Identify your most serious competitors, not just those geographically closest.
- ✓ Create customer profiles and understand customer loyalty rates.
- ✓ See shifts in market share and adjust pricing and merchandising strategy.
- ✓ Map the most competitive locations for new sites.





MarginPro

RATE FUEL PROFITABILITY

GRADE YOUR PROFIT PERFORMANCE AGAINST YOUR KEY COMPETITORS IN ANY MARKET.



OPIS MarginPro provides a detailed look at profit margins over time for competing brands and price leaders in your retail fuel markets.

Via interactive charts and easy-to-use filters and tables, gain a better understanding of competitor margins for more effective pricing.

- ✓ Identify the most- and least-promising markets for expansion.
- ✓ Enhance negotiating stance with suppliers to win price reductions equal to regional performance.
- ✓ Find the brands that make the most on every gallon sold.
- ✓ Adjust the margin cost-basis for a more accurate picture of profits.



BENCHMARK FUEL VOLUMES

MEASURE WEEKLY FUEL SALES WITHIN YOUR MARKET, NOT AGAINST AN ESTIMATED NATIONAL AVERAGE.

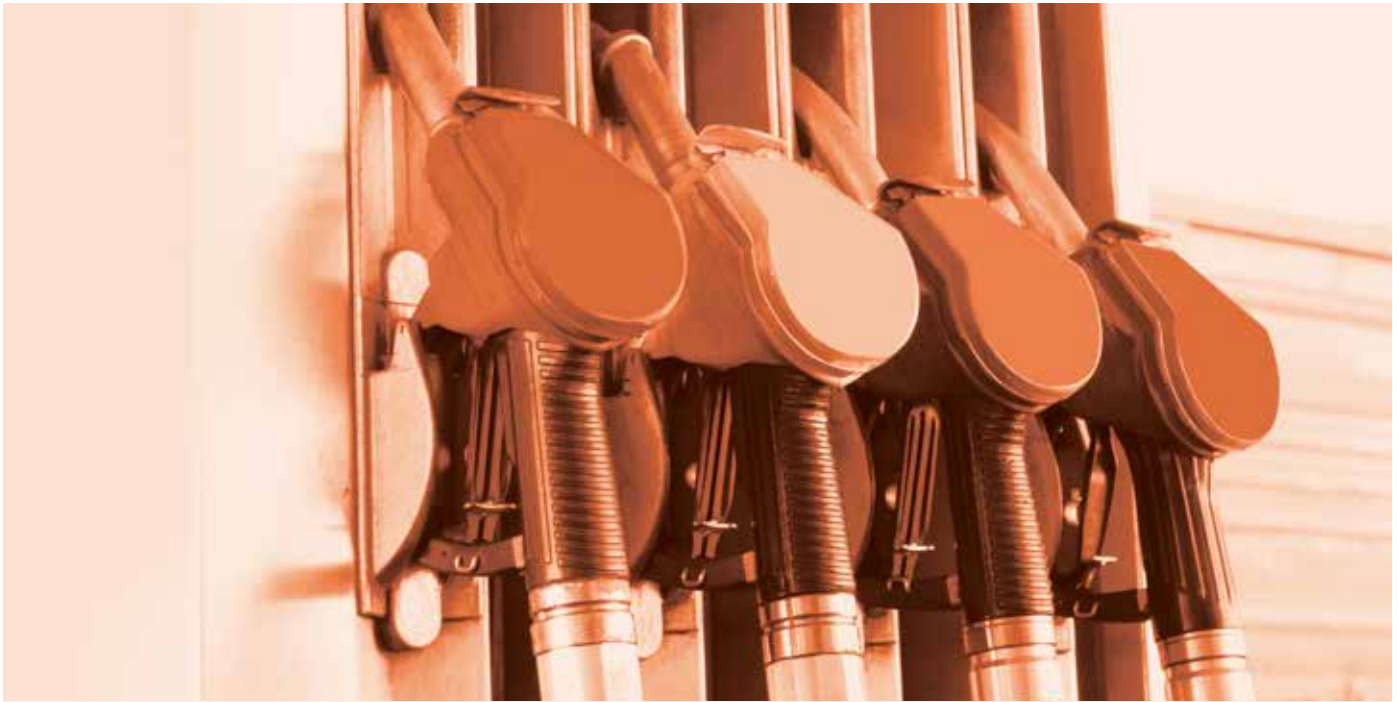


OPIS DemandPro provides actual retail sales data collected directly from station operators. Gain the advantage in your market by knowing local gasoline sales volumes at all types of sites, including chains, new era marketers and branded retailers.

Measure performance and pricing impact with an accurate snapshot of weekly fuel sales in specific regions. Use interactive charts to plot demand trends and compare against EIA statistics to see the difference.

- ✓ Grade your own volume performance against a regional benchmark.
- ✓ Create a profitability benchmark.
- ✓ Benchmark profitability along with volumes using regional margin averages.
- ✓ Get data from both high- and low-volume sites.
- ✓ Improve pricing strategies with consistent weekly volume data.





INCREASE BRAND POWER

COMPARE YOUR BRAND'S
VOLUME AND PRICE
DIFFERENTIAL AGAINST
YOUR COMPETITORS.



OPIS MarketSharePro helps you increase the power of your retail fuel brand with exclusive market share intelligence.

Track market share, outlet share, efficiency and localized price differentials in real time to measure and optimize performance. Identify competitors selling the most fuel and adjust pricing strategy to steal market share.

- ✓ Determine brand performance by region.
- ✓ Know which brands sell the most fuel and price the most aggressively.
- ✓ Understand market dynamics to tailor pricing for increased volume and profit.
- ✓ Analyze markets that are ripe for expansion or acquisition.



OPIS RetailSuite

THE PROFIT ACCELERATOR

FOR FUEL RETAILERS.

Sell more fuel. Increase profits. Reduce costs. React faster.
The OPIS RetailSuite is a single-stop resource to help you succeed in a fast-moving market with razor-thin profit margins.

OPIS monitors over 3.5 million gasoline and diesel prices in real time for nearly 140,000 outlets in North America. The OPIS RetailSuite of five different tools places this accurate data at your disposal on a single online platform to give your stations a competitive edge in every market.



OPIS, a Dow Jones company is a leading worldwide provider of benchmark pricing, real-time news and expert analysis across the entire fuel supply chain, including the spot, wholesale rack and retail markets. OPIS enables customers to buy and sell petroleum products with confidence and total transparency from the refinery to the pump.

For a FREE trial or product demo:
retailsuite.opisnet.com
888.301.2645
energysales@opisnet.com