

PriceCast

Let fuel pricing data
be your hero

with AI-driven solutions.

A2i

BY OPIS, A DOW JONES COMPANY

a2isystems.com

A2i

BY OPIS
A DOW JONES
COMPANY

in numbers

1st In AI-fuel priced management

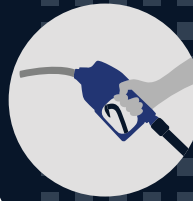
20+ Countries installed

14k+ Installed sites

30+ Number of brands using A2i

PriceCast

Artificial intelligence pricing solution for today's fuel & convenience store retailers.





Elevate your fuel pricing strategies

PriceCast, an AI-driven fuel pricing system, is designed to optimize fuel pricing strategies by analyzing historical transaction data and consumer behavior patterns to help retailers make more informed pricing decisions.

PriceCast uses real-time data to ensure your business objectives are met in an ever-changing market – helping you become a fuel pricing leader. This solution continuously learns from changing patterns in behavior helping you find opportunities you might otherwise miss.

How the AI Works

The Six Steps of the Algorithm

Integrate live transaction data from the customer's Point of Sales systems or central cloud data collectors.

STEP 2



STEP 1

Historical transactions are needed to teach the AI about customer behavior. Ideally last year's and this year's data.

STEP 3

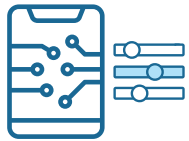
AI studies and learns customer buying behaviors and predicts demand.

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Pricing managers set strategies against current KPIs for each station and product, such as volume and margin. Cost prices are also read.

STEP 4



All transactions are constantly delivered into the AI in order to secure continuous learning and predictions.

STEP 6

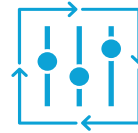


STEP 5

AI suggests the right price and time for each location and product.

PriceCast

Continuously learns from the changing patterns in the data.



Fully customizable to your business objectives and constraints.



Calculates the optimal price based on your customers' emerging behavior.



Supports simple fixed pricing through to dynamic predictive AI models



Infers impact of weather, sporting events, time of day and global incidents.

Find opportunities that you might otherwise miss.



Human Control and Oversight

As it is our belief that the purpose of AI is to augment human intelligence, we strongly believe that humans should always be in control of the AI and provide the guard rails for how decisions can be taken by providing goals and setting restrictions.



Fairness and Robustness

Properly designed AI algorithms can both assist humans in making fairer choices and are more robust towards not being biased in their decision-making.



Transparency and Explainability

We believe transparency reinforces trust; thus, we make a key point into telling our customers which data is used in training the AI models and into explaining which decisions the algorithm is taking.

Our AI Principles

Data Ownership and Integrity



Data belongs to our customers. Data provided to us from our PriceCast customers is siloed and never used to train another retailer's model. The integrity of our customers' data is treated with utmost respect and is always stored and processed in isolation. Our AI algorithms are always trained with data from only one customer at a time to ensure that learning and pricing recommendations aren't propagated from customer to customer. We use data silos to ensure that the commercially sensitive information you provide to PriceCast is not used for the purpose of making pricing recommendations to other customers.



Privacy and Accountability

AI algorithms must be secure and prioritize privacy and data rights. And in the end people should be accountable for their decision-making.

PriceCast

Are you ready
to learn more?

We are on hand to guide
you through the set-up
process and beyond.



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