Pricing decisions have as much of an impact on the profitability of a petroleum fuels supplier as anything else. Small fluctuations can greatly impact tight margins, which are already squeezed by surplus capacity and intra-day price volatility. To optimize margins and sales, it's essential to have the ability to execute and publish price decisions as often as necessary — even multiple times each day.

DTN Fuel Seller does your homework for you.

DTN Fuel Seller watches a steady onslaught of real-time market data, seeking pricing opportunities based on rules you define. You automatically receive pricing proposals for review when market scenarios meeting your criteria occur. Then the system provides an uninterrupted pricing focus to identify every incremental pricing improvement possible. Once your pricing decisions are made, DTN Fuel Seller makes it easy to directly publish prices, as often as needed throughout the day, to your authorized customers.

From a single screen, the DTN Fuel Seller dashboard provides a continuously updated summary of market activity. It's easy to see and understand trends, thanks to a broad, clear view of indicators such as intra-day rack prices, news, futures, and spot prices. When something catches your attention, you can obtain further data using the terminal detail screen. You also can compare real-time specifics like competitor rack prices (alongside other factors and differentials) with your prices, as well as more granular data such as core pricing metrics (current and rolling seven- or 30-day averages), real-time sales, variance to target strategy, margins, and rack rank.

DTN

DTN Fuel Seller

Unmatched time to value.

We'll work closely with you to implement DTN Fuel Seller quickly, then follow up with expert support to minimize the impact on your IT staff. After a short, focused training session, your analysts are ready to take control and will have the direct ability to maintain settings, activate / inactivate products, adjust price authorizations for customers, add new products and terminals, and map everything to your existing ERP system.

In addition, we'll host your installation of DTN Fuel Seller at our state-of-the-art data center, securely available from any internet connection. This eliminates complexity, risk, data integration, and the cost of dedicated hardware and infrastructure for managing a pricing system.

www.dtn.com/FuelSeller