



## Increase business efficiencies and drive more sales

In the low-margin business of selling fuel, even the smallest operational inefficiency or disruption can have dramatic, negative impacts on your bottom line. You're constantly seeking new opportunities to reduce the friction in the fuel buying process so you can sell more fuel and increase your profits.

Trading fuel in the downstream market is often a notoriously resource-heavy, analog process, characterized by significant inefficiencies around price discovery, order capture, and back-office functions.

Fuels Marketplace delivers the market visibility and convenience your buyers are looking for while providing you with the operational efficiencies and control you need to increase your visibility and sales – without the high cost of hiring additional sales staff. This improved online visibility means your existing customers will have more options to purchase from you and makes it easier for new customers to find you.

“In a busy working environment, Fuels Marketplace is a trusted system that works. You can make an offer instantly. It just makes our lives so much easier!”

Bernie Emmerson  
Group transport manager,  
Fuel Oils UK

### With Fuels Marketplace, you can:

- **Streamline sales processes** – instantly set prices across the entire market each morning and close transactions quickly by negotiating price and terms via built-in chat – without increasing your headcount.
- **Digitize order processing** – automatically generate and send order confirmations to buyers and upload sales orders directly into your ETRM via back-office integration.
- **Easily reconcile information** – reduce accounting errors and processing time with improved workflows that help you validate information from various sources.

Eliminating manual tasks allows you to focus your attention on activities key to driving your profitability, such as negotiating terms and selling more fuel.

## Fuels Marketplace for Suppliers

**Seamless back-office integration** – significantly reduce administrative tasks by uploading orders directly from Fuels Marketplace into your ETRM systems via API integration. Plus, receive many other time-saving, automated notifications.

**User-friendly front end** – Fuels Marketplace boasts an easy-to-use dashboard that's accessible via both desktop and mobile devices, and it can be custom branded to your specifications.

**Enhanced price visibility** – enjoy complete control over your pricing, available products, volumes, and opening hours that are visible to your customers with the ability to edit offer prices and turn them on or off at any time.

**Powerful contract management** – transferring your customer contracts, both intraday and fixed-term, onto Fuels Marketplace allows you to automatically provide custom information to each of your buyers, including payment terms, credit amounts, and lifting terms.

**Detailed, visual reports** – more effectively manage contract volumes for each customer and get a broader perspective on performance by viewing overall sales volumes with system-generated reports, filtered by product, terminal, or buyer.

**Built-in chat** – respond to offers and negotiate with customers quickly and easily via the chat function, dramatically reducing communication burdens for both you and your buyers.

**Custom branding** – host the solution on your custom domain, making it accessible to just your customers. You can choose to custom brand your platform to your specifications while benefitting from all the same tools and features available in our out-of-the-box version.