



Increasing profitability through a better fuel buying experience

Shell Deutschland GmbH, Hamburg, Germany

"We extended our sales hours beyond traditional office hours, we gained efficiency, and we met our customers' needs with an intuitive and easy-to-use platform."

Sonja Wiechert,
GM Commercial Fuels DACH

Shell has been in Germany since 1902, making critical contributions to the nation's motorization. Today, around 3,600 employees ensure more than 1 million drivers can refuel their vehicles each day at Shell petrol stations across the country. The company also supplies airlines with fuel, shipping companies with marine lubricants, and industrial customers with petrochemicals and natural gas. For more than 100 years, Shell has been committed to strengthening its position as a leading innovator, providing customers with the products and services they need to grow and succeed.

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"We continuously observe increasing appetite in using the marketplace as customers grow their online share and as more suppliers join OnlineFuels Deutschland GmbH. This is exactly what we envisioned some years back, and we are very excited about this success."

Sonja Wiechert, GM Commercial Fuels DACH

What they were up against

Shell wanted to digitize part of Germany's traditional fuels spot business and knew that customers needed a single, online marketplace where buyers could purchase fuels from multiple suppliers.

The company also recognized that if it built its own marketplace, other suppliers would likely create their own online platforms, resulting in a disjointed fuel buying process that negated the efficiencies of an online marketplace. Ultimately, Shell chose to explore external solutions that would accommodate all buyers and suppliers.

What we did to help

Shell identified Energy Digital Commerce (formerly OnlineFuels) as the most advanced solution available to help provide its customers with a streamlined online fuel buying experience. The marketplace solution not only expanded its reach to its customers, but the integrations built between Energy Digital Commerce and other third-party systems supported full streaming of transactions into its back-office systems.

Shell Deutschland GmbH and OnlineFuels Ltd. founded a joint venture in 2018 — OnlineFuels Deutschland GmbH, which went live in the German market with a business-to-business fuels marketplace one year later. In 2021, OnlineFuels Ltd. became part of DTN.®

What the impact was

As a result of the partnership and implementation, Shell further strengthened its position as an innovator and became the first fuels supplier to fully automate real-time, online sales via the solution.

The joint venture has proven successful. Shell Deutschland scaled its sales operations to improve service, allowing customers to purchase fuel outside of traditional business hours and leverage back-office integrations, dramatically reducing administrative burdens.

"This is exactly what we envisioned some years back, and we are very excited about this success," said Sonja Wiechert, GM commercial fuels DACH, at Shell Deutschland GmbH.