# Operational Decisioning in Energy:

## A Modern Playbook for Margin, Growth & Risk Performance

dtn.com/refined-fuels

CONTENTS


Executive Summary: Leading Through the Fuel Value Chain's Uncertainty .................... 3

A New Operating Reality in Fuels .................... 4

The Competitive Divide in Fuel Operations .................... 5

A New Playbook for Fuel Decision Leadership .................... 6

How to Operationalize the New Fuel Model .................... 7

Energy Sector Deep Dive: Fuel Operational Outcomes .................... 8

The DTN Fuel Decisioning Difference .................... 9

Next Steps for Fuel Leaders .................... 10

Executive Summary
A New Operating Reality
The Competitive Divide
A New Playbook
How to Operationalize the New Model
Energy Sector Deep Dive
The DTN Difference
Next Steps

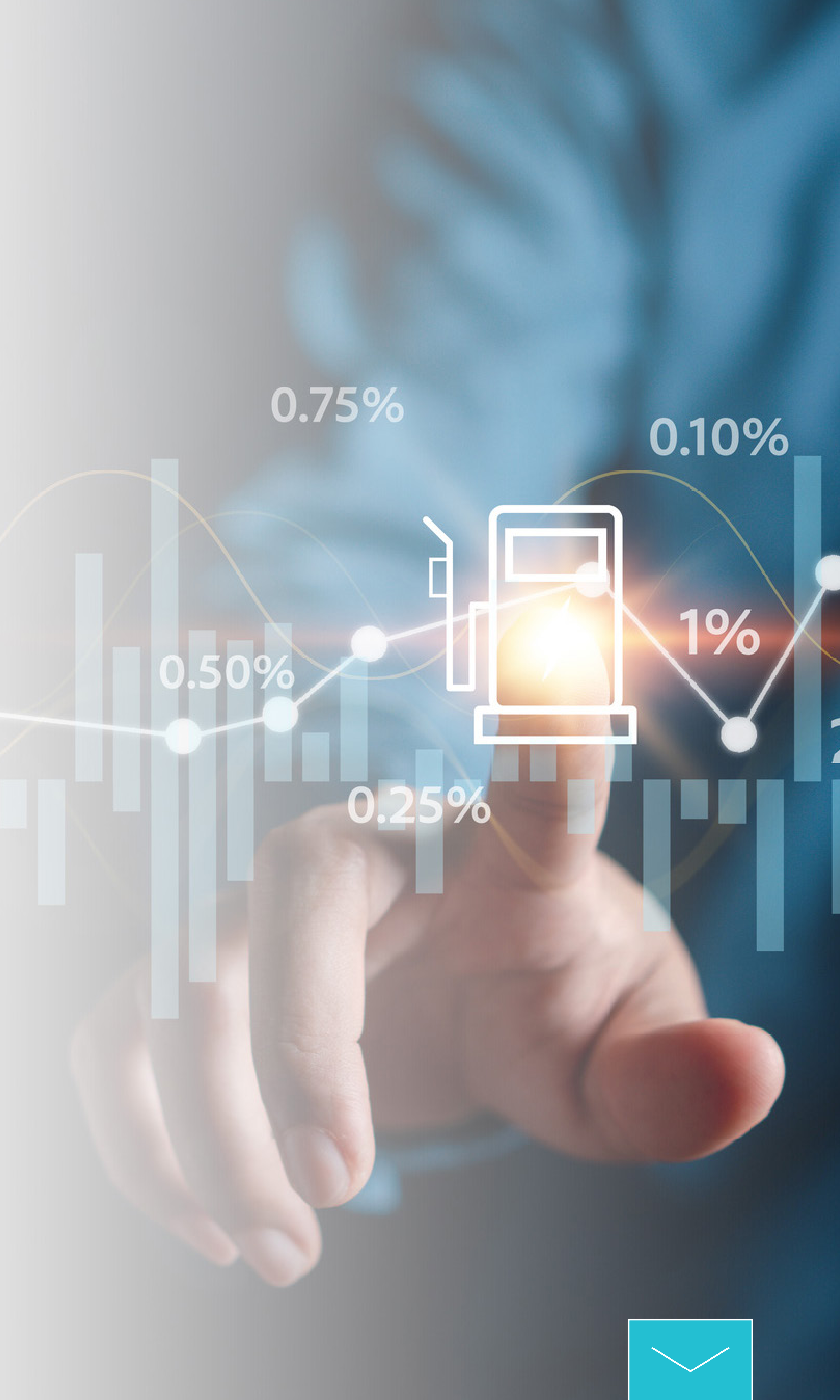
# Executive Summary: Leading Through the Fuel Value Chain's Uncertainty

Volatility is constant in today's energy landscape—from demand shifts and regulatory shifts to pricing swings and supply chain stresses. For decision-makers across downstream fuel operations—from traders and fuel buyers to terminal operators and fuel sellers—this is a moment that demands transformation.

This e-book offers a sector-honed decisioning framework to help leaders:

- Diagnose operational obstacles unique to fuel operations
- Align decisions with margin, growth, and risk priorities
- Access how-to steps to modernize from insight into action
- Understand the DTN Fuel Operations Hub platform, built exclusively for fuel decisioning across the value chain

DTN Fuel Operations Hub brings together real-time visibility, AI-powered intelligence, and trusted neutrality—designed for just this moment.



Executive Summary

A New Operating Reality

The Competitive Divide

A New Playbook

How to Operationalize the New Model

Energy Sector Deep Dive

The DTN Difference

Next Steps


# A New Operating Reality in Fuels

Downstream fuel operations are confronting a new operating reality:

- Demand swings amplified by consumer behavior and macro shocks
- Geopolitical tensions and regulatory complexity reshaping supply flows
- Legacy systems unable to adapt or anticipate—and falling behind

**DTN sees a pronounced competitive divide:** Those who modernize with operational decisioning—and those who don't. 92% of oil and gas companies have already or plan to invest in AI within the next 5 years. Leveraging emerging decisioning technology is an operational imperative.

**92%**

of oil & gas companies have already or plan to invest in AI within the next 5 years.

Executive Summary
A New Operating Reality
The Competitive Divide
A New Playbook
How to Operationalize the New Model
Energy Sector Deep Dive
The DTN Difference
Next Steps


# The Competitive Divide in Fuel Operations

Traditional tools rely on lagging data, manual workflows, and reactive planning—making them unsuitable for modern fuel operations. In contrast, leaders are architecting operations around real-time intelligence, strategic foresight, and rapid execution.

How operational symptoms of lagging:

- Missed margin due to slow pricing adjustments
- Inventory risks from demand misjudgments
- Compliance headaches and human friction in billing or allocation

DTN data shows that 85% of downstream U.S. refined fuel volumes use DTN—a signal that fuel-savvy leaders recognize the value of smarter decisioning.

Leaders leveraging operational decisioning platforms report 40% productivity improvements and significantly faster response times during market volatility. The window to modernize is narrowing—as more competitors adopt real-time decisioning capabilities, the margin advantage of early adopters compounds.

Organizations that delay risk not only falling behind but losing the agility required to compete in an increasingly dynamic fuel marketplace where speed and precision determine profitability.

**85%**

of downstream U.S. refined fuel volumes use DTN insights.

Executive Summary
A New Operating Reality
The Competitive Divide
A New Playbook
How to Operationalize the New Model
Energy Sector Deep Dive
The DTN Difference
Next Steps

# A New Playbook for Fuel Decision Leadership

The five core operational requirements now take on tangible meaning in fuel operations:

1

## Verticalization

**Fuel-specific decisioning routines -** Platforms crafted for fuel realities: supply, pricing, compliance, allocations.

2

## Data Superiority

**Real-time demand and pricing intelligence -** DTN provides unparalleled insight with aggregated and anonymized lifting activity.

3

## AI-Driven Insight

**Scenario modeling for spikes, pricing, and disruptions -** DTN foresees demand shifts and emerging volatility – pushing insights before competitors.

4

## Decision Velocity

**Automated workflows across the value chain -** DTN connects visibility to execution across supply, trading, pricing, and terminal operations.

5

## Trust & Neutrality

**Ecosystem backbone for fuel partners -** DTN serves as a digital hub across the entire value chain.

Executive Summary
A New Operating Reality
The Competitive Divide
A New Playbook
How to Operationalize the New Model
Energy Sector Deep Dive
The DTN Difference
Next Steps

# How to Operationalize the New Fuel Model

Transform decision latency into competitive advantage by connecting real-time intelligence directly to execution across your fuel value chain.

**Step 1**

Identify your fuel-specific decision friction points

**Step 2**

Tie improvements directly to margin, inventory, and compliance outcomes

**Step 3**

Deploy real-time demand and pricing data

**Step 4**

Activate operational AI workflows

**Step 5**

Govern a trusted intelligence layer across roles

Executive Summary
A New Operating Reality
The Competitive Divide
A New Playbook
How to Operationalize the New Model
Energy Sector Deep Dive
The DTN Difference
Next Steps

# Energy Sector Deep Dive: Fuel Operational Outcomes

Operational decisioning delivers measurable outcomes across three critical fuel operations. By connecting real-time data, AI-powered insights, and automated workflows, leaders achieve faster responses, improved margins, and reduced operational friction. These are some of the ways decisioning excellence manifests across the downstream fuel value chain.

## Supply & Trading

Smarter hedging with demand insights and real-time price visibility

## Demand Planning & Pricing

Anticipate shifts early with refined fuel demand data

## Terminal Operations & Billing

Automated allocations, billing and TABS integration

Executive Summary
A New Operating Reality
The Competitive Divide
A New Playbook
How to Operationalize the New Model
Energy Sector Deep Dive
The DTN Difference
Next Steps

## The DTN Fuel Decisioning Difference

DTN stands alone as the only platform purpose-built for downstream fuel operational decisioning at enterprise scale. Our approach combines fuel-specific intelligence, real-time execution capabilities, and trusted neutrality to deliver the decisioning advantage today's fuel leaders require.

### Dedicated Fuel Operations Hub

Purpose-built platform designed for fuel-sector specificity

### Real-time Demand & Intelligence

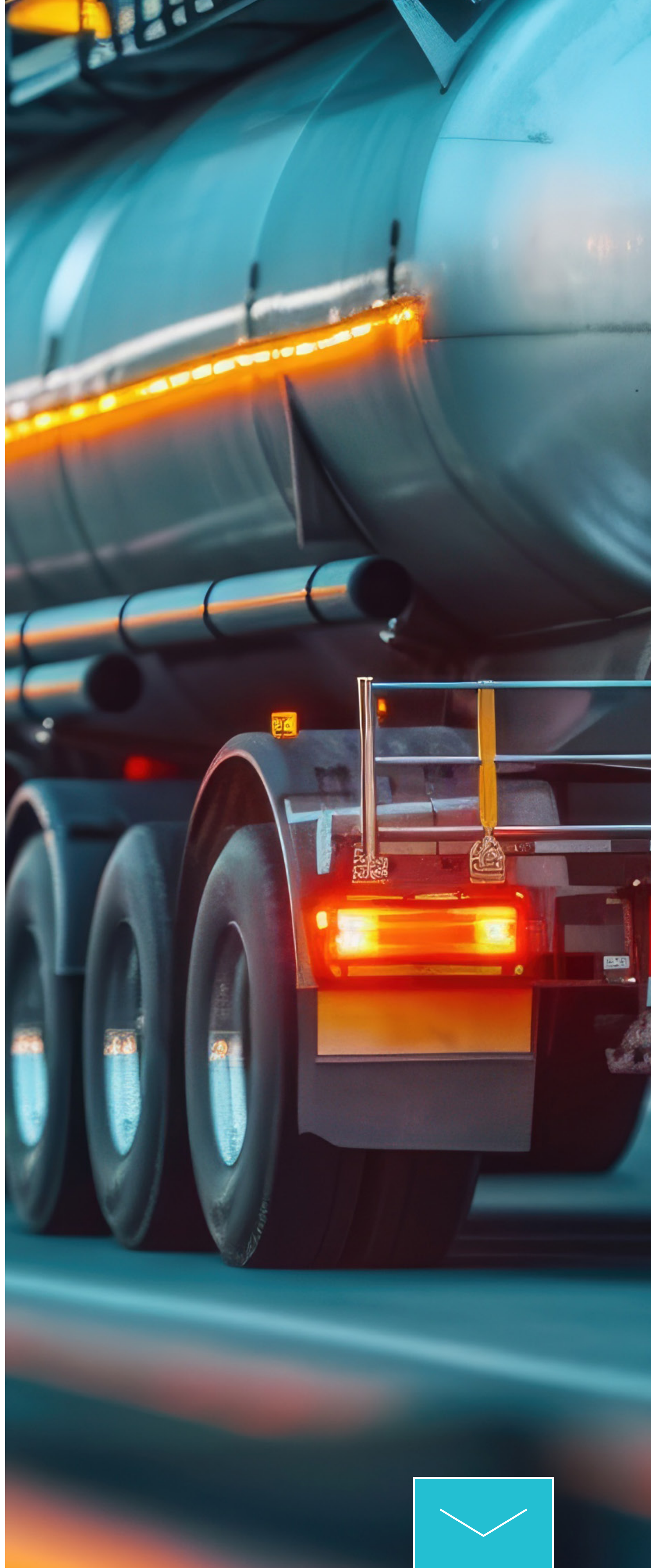
Unprecedented view of the entire marketplace

### Integrated Execution Layer

From pricing to billing to compliance

### Neutral Enterprise Backbone

Ensuring transparency and systemic trust across fuel ecosystems



## Next Steps for Fuel Leaders

DTN is the Operational Decisioning company for refined fuel markets. With domain depth, real-time data, AI-driven insights, and ecosystem stewardship, we help fuel organizations execute smarter, faster, and more confidently.

Your route to transformation:

- Diagnose where decision latency costs margin or increases risk
- Deploy live DTN demand and pricing intelligence
- Pilot faster pricing, allocation, or compliance workflows

## Are you ready?

Take the next step