

FAQ Report

DTN STOREFRONT

Top 5 Frequently Asked Questions

dtn.com/refined-fuels

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Question	Answer
What is DTN Storefront?	Storefront is DTN seller-side pricing, price publishing, and digital transaction management solution. It connects fuel suppliers to their customers through a self-service digital channel, replacing manual phone and email workflows. Buyers get real-time visibility into their own commercial position, and sellers get to control, prove, and optimize demand in addition to live operational data.
Who is Storefront for?	Fuel suppliers and marketers who are moving away from manual phone- and email-based contracting toward a self-service digital channel. It fits sellers who need to control and prove demand against live data. Their buyers, including retailers, distributors, and commercial accounts, use it to see and manage their commercial position directly instead of chasing a rep for it.
How is this different from ordering by phone, email, or a legacy portal?	Five things change. Orders move to a self-service digital channel. Pricing and contract terms run on one shared set of numbers so buyers and sellers are not working from different figures. The lag between when an order is placed and when the price actually executes closes; orders flow straight to your ERP or ETRM; and customers see allocations, liftings, and documents in one place.
Can the portal carry our brand and control what each customer sees?	Yes. Storefront is a branded self-service portal for pricing, ordering, and account management. You configure what each customer sees by product, terminal, and deal type, so buyers see only what you choose.
How do we get started with Storefront?	Storefront is currently offered as an add-on to DTN TABS, so the first step is a conversation about how your team prices and sells today. Existing DTN customers should start with their account manager; prospective customers can request a demo.

Request a Demo