

The logo for OPIS PricePro features the word "OPIS" in a large, bold, black sans-serif font. A red swoosh underline starts under the "O", curves over the "P" and "I", and ends under the "S". To the right of "OPIS" is the word "PricePro" in a smaller, black sans-serif font, with "Price" in title case and "Pro" in all caps.

# OPIS PricePro

## User Guide

Version 1.5

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# About PricePro

Backed by the power of OPIS's renowned database of nearly 135,000 retail fuel stations comes PricePro, a brand new, web-based system that allows you to:

- Get real-time competitor fuel prices throughout the day.
- Set rules for monitoring how you want your station(s) priced against competitors.
- React instantly from alerts that tell you when your rules are violated.
- Compare competitor historical prices back to January 1, 2012.

# Methodology

Every day, OPIS captures station-specific retail gasoline and diesel prices for up to 135,000 gas stations throughout the United States and Canada. Through exclusive relationships with credit card companies, direct feeds from fuel retailers, and an exclusive data partnership with GasBuddy and its user-input prices from over 60 million downloads of the GasBuddy mobile app, OPIS is able to provide the most comprehensive and accurate pump prices in the industry.



# Definitions

## PRICE TYPES

- **Lowest** – If there are multiple prices for the same grade of fuel due to discounts (ex. Cash) then the lowest price is shown
- **Cash** – Display prices that we know are cash; if there's no cash discount, then there's no price
- **Standard** – Typical methodology; most recent credit price
- **GasBuddy Only** – Uses only user-input data from GasBuddy mobile and web sources
- **Credit Only** – Uses only electronic data sources from fleet card swipes
- **Combined Sources** – Uses all types of data available, including both GasBuddy and Credit Card sources

# Getting Started

<http://app.opispricepro.com>

Welcome to PricePro, your tool for station-by-station analytics. Once you login, the first thing you will see is a complete list of your stations:

The screenshot shows the OPIS PricePro web application interface. At the top, there is a user profile dropdown for 'KLu@opisnet.com' and a 'Logout' link. Below this is a navigation bar with 'OVERVIEW' selected, and other options like 'STATION ANALYZER', 'STATION MANAGEMENT', 'RULES', and 'MORE'. The main content area is titled 'Overview' and features a 'Station List' dropdown set to 'All Stations' and a 'Create New List' button. Below this is a table titled 'All Stations' with the subtitle 'A list of all stations for the organization'. The table has columns for Alert Status, Station, City, State, Updated, Price, and Margin. The Price column is further divided into 'Regular' and 'Lowest' prices. The Margin column is only present for some rows. A gear icon in the top right of the overview section is highlighted with a red box and a callout.

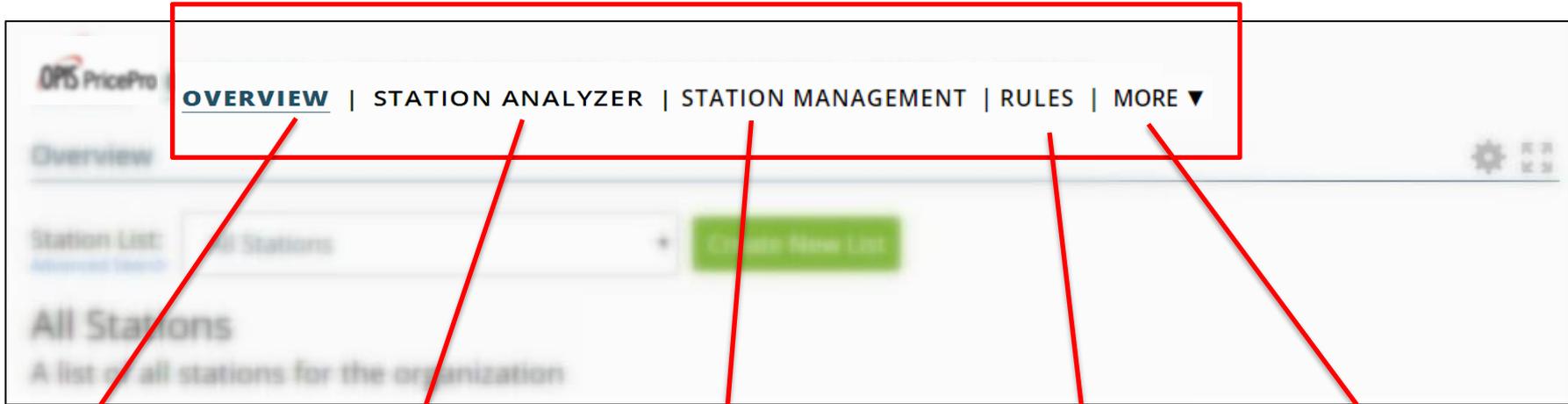
Alert Status ▲	Station	City	State	Updated	Regular-Lowest		analyze
					Price	Margin	
High	#1 American Oil 3100 Brookdale Dr & Xerxes Ave N	Brooklyn Park	MN	Aug 6, 3:50 PM	\$2.49 <sup>9</sup> 5.7 hours ago	28.6c	analyze
Medium	#2 American Oil 6950 Brooklyn Blvd & 70th Ave N	Brooklyn Center	MN	Aug 6, 7:20 AM	\$2.49 <sup>9</sup> 22 mins ago	31.1c	analyze
--	#3 American Oil 7525 Brooklyn Blvd & Unity Ave N	Brooklyn Park	MN	Aug 6, 3:50 PM	\$2.59 <sup>9</sup> 31 mins ago	41.1c	analyze
--	#4 American Oil 24-A Montgomery Village Ave near Russell Ave	Gaithersburg	MD	Aug 6, 3:50 PM	\$2.69 <sup>9</sup> 7.2 hours ago	38.8c	analyze
--	#5 American Oil 600 Quince Orchard Rd & Clopper Rd	Gaithersburg	MD	Aug 6, 3:50 PM	\$2.74 <sup>9</sup> 49 mins ago	44.1c	analyze
--	#6 American Oil 5410 Lakeland Ave N & Wilshire Blvd	Crystal	MN	Aug 6, 3:50 PM	\$2.43 <sup>9</sup> 89 mins ago	22.6c	analyze
--	#7 American Oil 12175 Darnestown Rd & Quince Orchard Rd	Gaithersburg	MD	Aug 6, 3:50 PM	\$2.79 <sup>9</sup> 1.7 hours ago	51.4c	analyze

Hitting the gear icon will allow you to choose either 'Real-Time Prices' or our 'Suggested Prices' that will satisfy as many of your existing pricing rules as we can. You can also set what fuel type and price type to showcase on the Overview screen.

The 'Margin' column is only displayed for users who have permission to use and view costs. This will provide an at-a-glance look at how your stations are currently performing based on either the purchase information you enter, or if that is unavailable the OPIS implied cost.

# Main Menu Bar

The main menu bar is located at the top of the page:



## **Overview:**

The default screen; shows your list of stations

## **Station Analyzer:**

Where you choose a particular station and compare it to competitors

## **Station Management:**

Create competitor lists for each of your stores; create multiple lists for the same store if user wants to monitor multiple groups of competitors

## **Rules:**

Create rules based on competitor pricing in relation to your station, or competitor price moves; set alerts to be notified when rules are broken

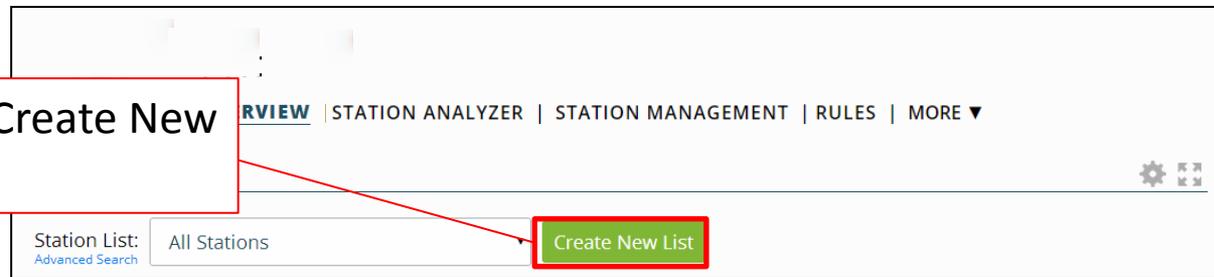
## **More:**

Options for adjusting users and contact lists, a help feature, and customizing settings

# Overview: Setting Up Station Lists

Station lists allow you to group certain stations together by creating subsets of all of your organization's settings, pertaining to individual users. Larger chains will have many managers responsible for certain regions, while smaller chains will only have need for one or two station lists

1. Click on “Create New List”



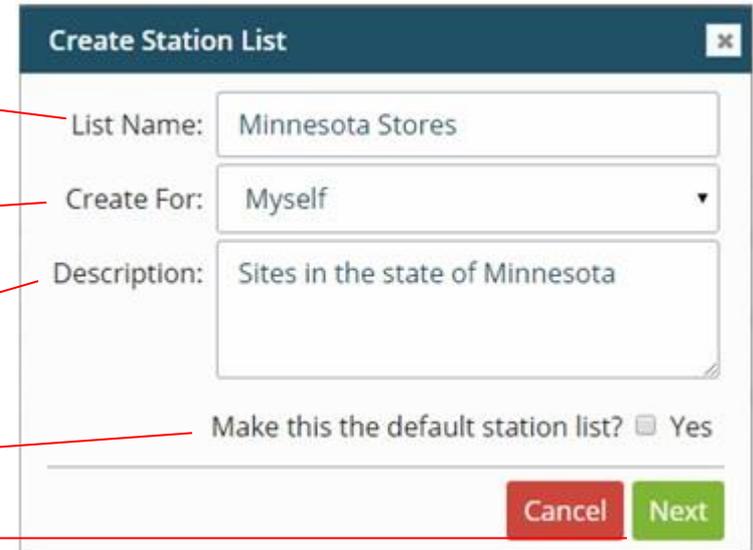
2. Name your list anything. *In this example, we want a station list with only stores in Minnesota so we've named it “Minnesota Stores”*

3. Allow access to the list for yourself only, your whole organization of employees, or another user

4. Describe the station list

5. If you'd like this to be your main default list used, check the box next to “Yes” – otherwise, leave it unchecked

6. Click the “Next” button

A screenshot of a 'Create Station List' dialog box. The dialog has a dark blue header with the title 'Create Station List' and a close button. Below the header, there are four input fields: 'List Name:' with the value 'Minnesota Stores', 'Create For:' with a dropdown menu set to 'Myself', and 'Description:' with the value 'Sites in the state of Minnesota'. At the bottom of the dialog, there is a checkbox labeled 'Make this the default station list?' which is currently unchecked, with the word 'Yes' next to it. At the very bottom right, there are two buttons: a red 'Cancel' button and a green 'Next' button. Red arrows point from the numbered instructions to these specific elements in the dialog.

# Overview: Setting Up Station Lists

To add a station to the list, simply check the box next to the stores you want to add. You can also filter the stations by city, state/province, or by stores already on a different station list

*In the example below, we wanted only Minnesota stations on the list so we filtered by "State/Province" then selected "MN" - now, only the sites in that state appear so we can hit "Select All" to add them*

The screenshot shows a window titled "Create Station List". At the top, there is a filter section with the text "Filter stations by:" followed by two dropdown menus. The first dropdown is set to "State/Province" and the second is set to "MN". Below the filter, there are two buttons: "Select All" (green) and "Select None" (red). To the right of these buttons, it says "4 stations currently selected". The main area contains two columns of station information. The left column shows a list of four stations, each with a checked checkbox. The right column shows the same four stations, each with a red 'x' icon. At the bottom right, there are three buttons: "Cancel" (red), "Back" (blue), and "Save List" (green).

Station ID	Station Name	Address	Selected
#1	American Oil (Brooklyn Park)	3100 Brookdale Dr & Xerxes Ave N	Yes
#2	American Oil (Brooklyn Center)	6950 Brooklyn Blvd & 70th Ave N	Yes
#3	American Oil (Brooklyn Park)	7525 Brooklyn Blvd & Unity Ave N	Yes
#6	American Oil (Crystal)	5410 Lakeland Ave N & Wilshire Blvd	Yes

Once you have selected all the stations you want, hit "Save List"

# Overview: Setting Up Station Lists

Your station list will now be accessible from the drop-down menu on the Overview home page. Your default list will always display, however you can toggle between other station lists as needed

Once you have selected your list, you will have the option of adding or removing stations by using the "Edit Current List" button

You can also delete a station list entirely by hitting the "Delete Current List" button

The screenshot shows the OPIS PricePro Overview page. At the top, there are navigation links: **OPIS PricePro**, **OVERVIEW**, **STATION ANALYZER**, **STATION MANAGEMENT**, **RULES**, and **MORE**. Below this is the **Overview** section with a gear icon and a window icon. A **Station List:** dropdown menu is open, showing options: **Minnesota Stores** (selected), **Select Station List**, **Kelsey Lu**, **Maryland Stores**, **Test**, **American Oil 22**, **All Stations**, **John Smith**, **John's Stations**, and **Minnesota Stores**. To the right of the dropdown are three buttons: **Create New List** (green), **Edit Current List** (dark blue), and **Delete Current List** (red). Below these is a table with columns: **City**, **State**, **Updated**, **Price**, and **Margin**. The **Price** column is labeled *Regular-Lowest*. The table contains four rows of data, each with an **analyze** link.

City	State	Updated	Price	Margin
Brooklyn Center	MN	Aug 6, 7:20 AM	\$2.49 <sup>9</sup> 28 mins ago	31.1c <a href="#">analyze</a>
Brooklyn Park	MN	Aug 6, 3:56 PM	\$2.49 <sup>9</sup> 3 mins ago	28.6c <a href="#">analyze</a>
Brooklyn Park	MN	Aug 6, 3:56 PM	\$2.59 <sup>9</sup> 37 mins ago	41.1c <a href="#">analyze</a>
Crystal	MN	Aug 6, 3:56 PM	\$2.43 <sup>9</sup> 95 mins ago	22.6c <a href="#">analyze</a>

# Overview: Current Prices

View your stores' prices as well as update them or report wrong pricing information

Overview ⚙️

Station List:  Advanced Search [Create New List](#) [Edit Current List](#) [Delete Current List](#)

## Minnesota Stores

Sites in the state of Minnesota

Alert Status	Station	City	State	Updated	Price <sup>Regular-Lowest</sup> ▼	Margin			
--	#1 Ar 3100 Brookde	Current Prices				\$2.20 <sup>9</sup> 3.4 hours ago	19.0c	<a href="#">analyze</a>	
▶ Medium	#2 Ar 6950 Brookly	<u>Regular</u>	<u>Midgrade</u>	<u>Premium</u>	<u>Diesel</u>	\$2.39 <sup>9</sup> 25 mins ago	39.5c	<a href="#">analyze</a>	
--	#3 Ar 7525 Brookly	GasBuddy Standard	\$2.19 <sup>9</sup> 5.6 hours ago	\$2.19 <sup>9</sup> 5.6 hours ago	\$2.51 <sup>9</sup> 5.6 hours ago	\$2.59 <sup>9</sup> 5.6 hours ago	\$2.39 <sup>9</sup> 23 mins ago	39.5c	<a href="#">analyze</a>
--	#6 Ar 5410 Lakeland	Credit Card Swipe Standard	\$2.20 <sup>9</sup> 3.4 hours ago	--	--	\$2.59 <sup>9</sup> 19 hours ago	\$2.39 <sup>9</sup> 38 mins ago	38.0c	<a href="#">analyze</a>
		American Oil 22 Standard	--	--	--	--			

[Update #1 American Oil Prices](#) | [Report Bad Prices](#)

Click on the price of one of your stations to view the current prices by grade and source. You can update the prices or report wrongly entered pricing information

# Overview: Update/Suggested Prices

Update your stores' prices as well as view suggested prices based off the rules you have created (Pages 33-50)

Enter #1 American Oil Prices		current	suggested	new	margin	change
	Regular Standard 3.5 hours ago	\$2.20 <sup>9</sup>	\$2.20 <sup>9</sup> <input type="button" value="Use"/>	<input type="text" value="2.20"/>	+19.0c	0.0c
	Midgrade Standard 5.8 hours ago	\$2.19 <sup>9</sup>	\$2.19 <sup>9</sup> <input type="button" value="Use"/>	<input type="text" value="2.19"/>	-1.6c	0.0c
	Premium Standard 5.8 hours ago	\$2.51 <sup>9</sup>	\$2.51 <sup>9</sup> <input type="button" value="Use"/>	<input type="text" value="2.51"/>	+8.7c	0.0c
	Diesel Standard 5.8 hours ago	\$2.59 <sup>9</sup>	\$2.59 <sup>9</sup> <input type="button" value="Use"/>	<input type="text" value="2.59"/>	+31.4c	0.0c
	Regular Cash	--	Would you like to <a href="#">enable</a> regular-cash prices for this station?			
	Midgrade Cash	--	Would you like to <a href="#">enable</a> midgrade-cash prices for this station?			
	Premium Cash	--	Would you like to <a href="#">enable</a> premium-cash prices for this station?			
	Diesel Cash	--	Would you like to <a href="#">enable</a> diesel-cash prices for this station?			

[Attach Comment](#)

We will suggest the smallest possible price move that satisfies the rules you have created for this station in PricePro.

In this example, the user's current prices satisfy the rules for this station, so no price move is suggested.

# Overview: Report Bad Prices

Report wrong pricing information for your own stations

Overview ⚙️ 🗖️

Station List:  Advanced Search Create New List Edit Current List Delete Current List

## Minnesota Stores

Sites in the state of Minnesota

Alert Status ▲	Station	City	State	Updated	Price	Margin	
▼ Medium	#2 / 6950 Brook				\$2.39 <sup>9</sup> 38 mins ago	39.5c	<a href="#">analyze</a>
	#1 / 3100 Brook				\$2.20 <sup>9</sup> 1.6 hours ago	19.0c	<a href="#">analyze</a>
	#3 / 7525 Brook				\$2.39 <sup>9</sup> 35 mins ago	39.5c	<a href="#">analyze</a>
	#6 / 5410 Lakeland Ave N & Wilshire Blvd				\$2.39 <sup>9</sup> 50 mins ago	38.0c	<a href="#">analyze</a>

Select the prices below that are incorrect

	Regular	Midgrade	Premium	Diesel
GasBuddy Standard	\$2.39 <sup>9</sup> ▶ 40 mins ago	--	--	\$2.59 <sup>9</sup> ▶ 4.7 hours ago
Credit Card Swipe Standard	\$2.19 <sup>9</sup> ▶ 4.9 hours ago	--	\$2.59 <sup>9</sup> ▶ 22 hours ago	\$2.56 <sup>9</sup> ▶ 46 hours ago
American Oil 22 Standard	--	--	--	--

[Cancel](#) | [Submit](#)

When you click "Report Bad Prices", select the incorrect prices and hit submit

# Station Management

View statistics of your stores' competitors by going to the station management screen

OPIS PricePro OVERVIEW | STATION ANALYZER | **STATION MANAGEMENT** | RULES | MORE ▼

## Station Management

### #1 American Oil



3100 Brookdale Dr & Xerxes Ave N  
Brooklyn Park, MN 55443  
Ph: 763-566-5102  
[Choose a different station](#)

### Competitor Summary

- 82 competitors within 5 miles
- 263 competitors within 10 miles
- 805 competitors within 25 miles

Competitor List: No Lists Created [Create New List](#)

Your Price: \$1.99<sup>9</sup>

You can select particular competitor stations you'd like to view for your station by hitting "Create New List"

The competitor summary will show you how many competitors are within a 5, 10, and 25 mile radius of your store

# Station Management: Setting Up Competitor Lists

Creating competitor lists allows you to closely monitor selected stores' pricing. Pick and choose the most important competitors for each of your stores

1. Name your list anything. *In this example, we want competitor stations within a 2-mile radius of our chosen site*

2. Allow access to the competitor list for yourself only, your whole organization of employees under 'Company Name (Shared)', or another user

3. Describe the competitor list

4. Use tags for stores with same pricing philosophies for more efficient rule creation

5. If you'd like this to be your main default list used, check the box next to "Yes" – otherwise, leave it unchecked

6. Hit "Save List"

**Create Competitor List** [X]

List Name: 2 Mile Competitors

Create For: American Oil 22 (Shared) ▼

Description: Selected competitors within a 2 mile radius of my station

Tags: 2 miles

Make this the default competitor list?  Yes

Cancel Save List

# Station Management: Setting Up Competitor Lists

Choose the competitors to be on the list by selecting either from the list or by clicking on the pins

This is a list of all competitors surrounding your station within 25 miles. The selected stores will be added to the competitor list after you hit "Save Competitors" – you can uncheck any stations you do not wish to be included as a competitor

You can drag the radius circle around your station to make it bigger or smaller, or you can type the distance you want in the box above

When you have chosen all the competitor stations you want included on your station's competitor list, hit "Save Competitors"

NOTE: In this section, a **GREEN** number/pin indicates that your competitor's price is higher than your store's price, while a **RED** number indicates your competitor's price is lower than your store's price. A **BLACK** number indicates that it matches

### 2 Mile Competitors

Selected competitors within a 2 mile radius of my station Your Price: **\$1.99<sup>9</sup>**

Select All / Select None
Straight Dist. ▼
Regular-Lowest Price

<input checked="" type="checkbox"/> Competitor			
<input checked="" type="checkbox"/> <b>Amstar</b> 1500 Brookdale Dr & Humboldt Ave N	1.03 mi.	<b>\$1.97<sup>9</sup></b>	3.4 hours ago
<input checked="" type="checkbox"/> <b>Holiday</b> 8500 Edinburgh Centre Dr & 85th Ave N	1.15 mi.	<b>\$1.99<sup>9</sup></b>	3.4 hours ago
<input checked="" type="checkbox"/> <b>Winner</b> 4610 85th Ave N & Noble Pkwy	1.19 mi.	<b>\$1.97<sup>9</sup></b>	71 mins ago
<input checked="" type="checkbox"/> <b>QC Service</b> 7416 Brooklyn Blvd & Regent Ave N	1.37 mi.	<b>\$1.94<sup>9</sup></b> <span style="color: green;">S</span>	5.0 hours ago
<input checked="" type="checkbox"/> <b>#2 American Oil</b> 6950 Brooklyn Blvd & 70th Ave N	1.39 mi.	<b>\$2.05<sup>9</sup></b>	3.4 hours ago
<input checked="" type="checkbox"/> <b>Shell</b> 6849 Brooklyn Blvd & 69th Ave N	1.46 mi.	<b>\$2.09<sup>9</sup></b>	3.4 hours ago
<input checked="" type="checkbox"/> <b>#3 American Oil</b> 7525 Brooklyn Blvd & Unity Ave N	1.54 mi.	<b>\$2.05<sup>9</sup></b>	5.0 hours ago
<input checked="" type="checkbox"/> <b>Marathon</b> 1505 69th Ave N & Humboldt Ave N	1.61 mi.	<b>\$1.99<sup>9</sup></b>	3.4 hours ago
<input checked="" type="checkbox"/> <b>Two Rivers</b> 6840 Humboldt Ave N & 69th Ave N	1.63 mi.	<b>\$1.96<sup>9</sup></b>	3.9 hours ago
<input checked="" type="checkbox"/> <b>Shell</b> 8517 Zane Ave N & 85th Ave N	1.91 mi.	<b>\$2.04<sup>9</sup></b>	68 mins ago
<input type="checkbox"/> <b>Winner</b> 6501 Humboldt Ave N & Freeway Blvd	2.01 mi.	<b>\$1.99<sup>9</sup></b>	3.8 hours ago

miles (10 competitors selected)

Your station appears as the blue pin

Green pins indicate competitors included on your list; grey pins indicate excluded competitors

# Station Management: Purchases

Enter your fuel purchase information to be used in real-time cost and margin analysis throughout your Price Pro experience.

Add purchase information to be used in cost and margin calculations throughout your instance of PricePro

Manage Purchases

[View All Purchases](#)

Fuel Type	Product	Cost	Freight	Adjustment	Volume	Tax	Total	Date
-----------	---------	------	---------	------------	--------	-----	-------	------

No purchases have been reported for this station.

[+ Add a New Purchase](#)

Save New Purchases

No changes have been made.

This information is completely confidential and will never be shared outside of your instance of PricePro. Purchases will not be visible or used in calculations for other PricePro customers.

# Station Management: Purchases

Enter your fuel purchase information to be used in analysis throughout your Price Pro experience

Choose the rack location and supplier information for the purchase you are entering, then select the product you purchased for your station.

**Minneapolis, MN Rack Products**

City:

Supplier:

Valero	
CBOB Ethanol 10% (Unbranded) Octane Rating: 87 RVP Level: 9	\$1.9785 <small>May 13, 12:00 AM</small>
CBOB Ethanol 10% (Unbranded) Octane Rating: 89 RVP Level: 9	\$2.0485 <small>May 13, 12:00 AM</small>
CBOB Ethanol 10% (Unbranded) Octane Rating: 91 RVP Level: 9	\$2.0975 <small>May 13, 12:00 AM</small>
Conv. Clear (Unbranded) Octane Rating: 87 RVP Level: 9	\$2.1120 <small>May 13, 12:00 AM</small>
Conv. Clear (Unbranded) Octane Rating: 91 RVP Level: 9	\$2.2165 <small>May 13, 12:00 AM</small>
Conv. Sub-Octane (Unbranded) Octane Rating: 84 RVP Level: 9	\$2.0445 <small>May 13, 12:00 AM</small>
ULSD Winter #2 (Unbranded) Octane Rating: -- RVP Level: --	\$2.0860 <small>May 13, 12:00 AM</small>

**Purchase**

Product:   
CBOB Ethanol 10% (91)

Fuel:

Date:

Cost:  \$/gal

Volume:  gal

Freight:  \$/gal

\*Tax:  \$/gal  
[Exclude Tax](#)

**Total: \$2574.90**

[+ Add Purchase Adjustments](#)

\* The tax value is an estimate based on your current retail price of \$3.029

Enter the fuel type, date of purchase, cost information, gallons purchased, and freight for that delivery. Tax information will automatically populate from the OPIS tax database, which is up-to-date with all federal, state, and local taxes across the country.

If you have any cost adjustments, such as a percentage discount or a cents per gallon discount, you can add that by clicking on the "+ Add Purchase Adjustments" link below your Total cost.

**Manage Purchases** [View All Purchases](#)

Fuel Type	Product	Cost	Freight	Adjustment	Volume	Tax	Total	Date
Premium	Valero CBOB Ethanol 10% (91)	\$2.0980	\$0.005	\$0.0000	1000 gal	\$0.4719	\$2574.90	May 14, 2015

[+ Add a New Purchase](#)

You have unsaved changes.

Once complete, hit "Save New Purchases" and this cost information will be used for real-time margins at this location.

# Station Analyzer

You can analyze statistics and details of your individual stations using the Station Analyzer, which you can get to one of two ways:

Overview

Station List: All Stations [Advanced Search](#) [Create New List](#)

### All Stations

A list of all stations for the organization

Alert Status	Station	City	State	Updated	Regular Lowest Price
High	#2 American Oil 6950 Brooklyn Blvd & 70th Ave N	Brooklyn Center	MN	Jan 13, 4:53 PM	\$1.94 <sup>9</sup> 2.0 hours ago

On the "Overview" page, you hit "Analyze" next to the station you'd like to view

- OR -

Station Analyzer

Please [Select the Station](#) you wish to analyze.

From the main menu bar, hit "Station Analyzer"

1. Hit "Select the Station"
2. Click on the station you'd like to view

# Station Analyzer

Once you have chosen the site you want, you will be brought to a page that is broken up into three different sections.

NOTE: If you haven't set up "Rules" or a "Competitor List" yet, you will see the below alerts in yellow above the station you're analyzing. If you click on the alert, it will take you to the respective place to set these up. (See "Station Management: Setting Up Competitor List" on pages 15-16 and/or "Rules" on pages 33-50)

The screenshot displays the 'Station Analyzer' interface. At the top, there is a navigation bar with the 'OPS PricePro' logo and a breadcrumb trail: 'HOME > STATION ANALYZER > COMPETITORS > RULES > ADD'. Below the navigation bar, the page title 'Station Analyzer' is visible. Two yellow alert banners are prominently displayed, each starting with a warning icon (a triangle with an exclamation mark). The first banner reads: 'Please create a pricing rule to begin receiving alerts about your competitors.' The second banner reads: 'Please create a competitor list to begin analyzing competing stations.' Below the alerts, the main content area shows details for a station. On the left, there is a thumbnail image of a building. To the right of the image, the address is listed as '45 Brookdale Dr & 70th Ave N, Brooklyn Park, MN 55420', with a blue link for 'View on Google Maps'. On the far right, there is a 'Quick Stats' section with a table of data. The table has two columns: 'Metric' and 'Value'. The rows are: 'Signal' with a green bar and 'Max Signal', 'Uplink' with a green bar and 'Max Uplink', 'Downlink' with a green bar and 'Max Downlink', and 'Speed' with a green bar and 'Max Speed'.

# Station Analyzer: Details

The **first section** at the **top** of the page shows you an overview of your station statistics.

## Station Analyzer



#2 American Oil  (1/7) ▶



6950 Brooklyn Blvd & 70th Ave N  
Brooklyn Center, MN 55429  
Ph: (763)252-0145

 [Choose a different station](#)

### Quick Stats (Lowest Prices)

Regular:	<b>\$2.19<sup>9</sup></b>	27 mins ago
Midgrade:	<b>\$2.21<sup>9</sup></b>	5.2 hours ago
Premium:	<b>\$2.36<sup>9</sup></b>	5.2 hours ago
Diesel:	<b>\$2.73<sup>9</sup></b>	27 mins ago

You can find the name, address, phone number and an optional picture of your chosen station

The Quick Stats shows you the current prices for fuel types at this station, derived from either GasBuddy or provided by you. Next to the prices are the dates and times of the last reported price

# Station Analyzer: Details

If you'd like to customize your view of the statistics for this station, click on the gear-wheel icon on the right, which brings up a menu that allows you choose custom dates, fuel type, and price type

## Date Type:

- Allows you to choose either "Real-Time" prices, "Price Changes", or "Historical" prices (you can input the date range you'd like to view.) Historical data within PricePro goes back to Jan. 1, 2012 and can be viewed in increments of up to 90 days at a time

## Fuel Type:

- Allows you to choose the grade of fuel from "Regular," "Midgrade," "Premium," or "Diesel"

## Price Type:

- Allows you to choose from "Cash," "Standard," or "Lowest" ("Lowest" is the default choice)

undock

Date Type: Real-Time

Jul 18, 2014 1:51 PM MAY 21

Fuel Type: Regular

Price Type: Lowest

Apply [cancel](#)

To view your new settings, hit "Apply"

# Station Analyzer: Alerts

The **second section** in the **middle** of the page, headlined “Alerts” only shows information when a pricing rule you have set is being broken

If you'd like to receive alerts about this station's pricing, see “Rules” on pages 33-50. If you already have a pricing rule for this station set, the “Alerts” section of your Station Analyzer page will look like below:

Severity	Pricing Rule	Date		Dismiss
▼ Medium	Lowest Price Rule	Feb 3, 5:15 PM	<a href="#">view details</a> 4	<input type="checkbox"/>

Exception Details — Stations Causing Alert					
#2 American Oil <a href="#">analyze station</a>		▼ Lowest Price Rule <a href="#">view rule</a>		Dismiss	
\$2.19 <sup>9</sup> 33 mins ago		Notify whenever American Oil #2 is NOT the lowest-priced among ...		Exception 1 of 1	
Fuels	Competitor	Distance	Regular-Lowest Price ▼	Price Diff.	
R S M P D	QC Service 7416 Brooklyn Blvd & Regent Ave N Brooklyn Park, MN	0.73 mi.	\$2.04 <sup>9</sup> S 29 mins ago	-15c	<a href="#">compare</a>
R M P D	Two Rivers 6840 Humboldt Ave N & 69th Ave N Brooklyn Center, MN	1.85 mi.	\$2.15 <sup>9</sup> 33 mins ago	-4c	<a href="#">compare</a>
R M P D	Winner 4610 85th Ave N & Noble Pkwy Brooklyn Park, MN	1.94 mi.	\$2.15 <sup>9</sup> 7.1 hours ago	-4c	<a href="#">compare</a>
R M P D	#1 American Oil 3100 Brookdale Dr & Xerxes Ave N Brooklyn Park, MN	1.39 mi.	\$2.17 <sup>9</sup> 2.6 hours ago	-2c	<a href="#">compare</a>

Hitting “view details” will bring up a box that shows all of the competitors (in this case, 4) that break this particular rule

# Station Analyzer: Comparisons

The **third section** at the **bottom** of the page, headlined “Comparisons” shows your station in comparison to the averages of all stations within the defined regions in which your station operates

Comparisons

Mar 5, 2015 1:00 PM

Area Price Comparison (Regular-Lowest Prices)					<a href="#">View Detailed Comparison</a>
Zip	City	MSA	County	State	
55443	Brooklyn Park	Minneapolis-St. Paul-Bloomington, MN-WI	Hennepin	Minnesota	
5c\$	5c\$	5c\$	8c\$	5c\$	

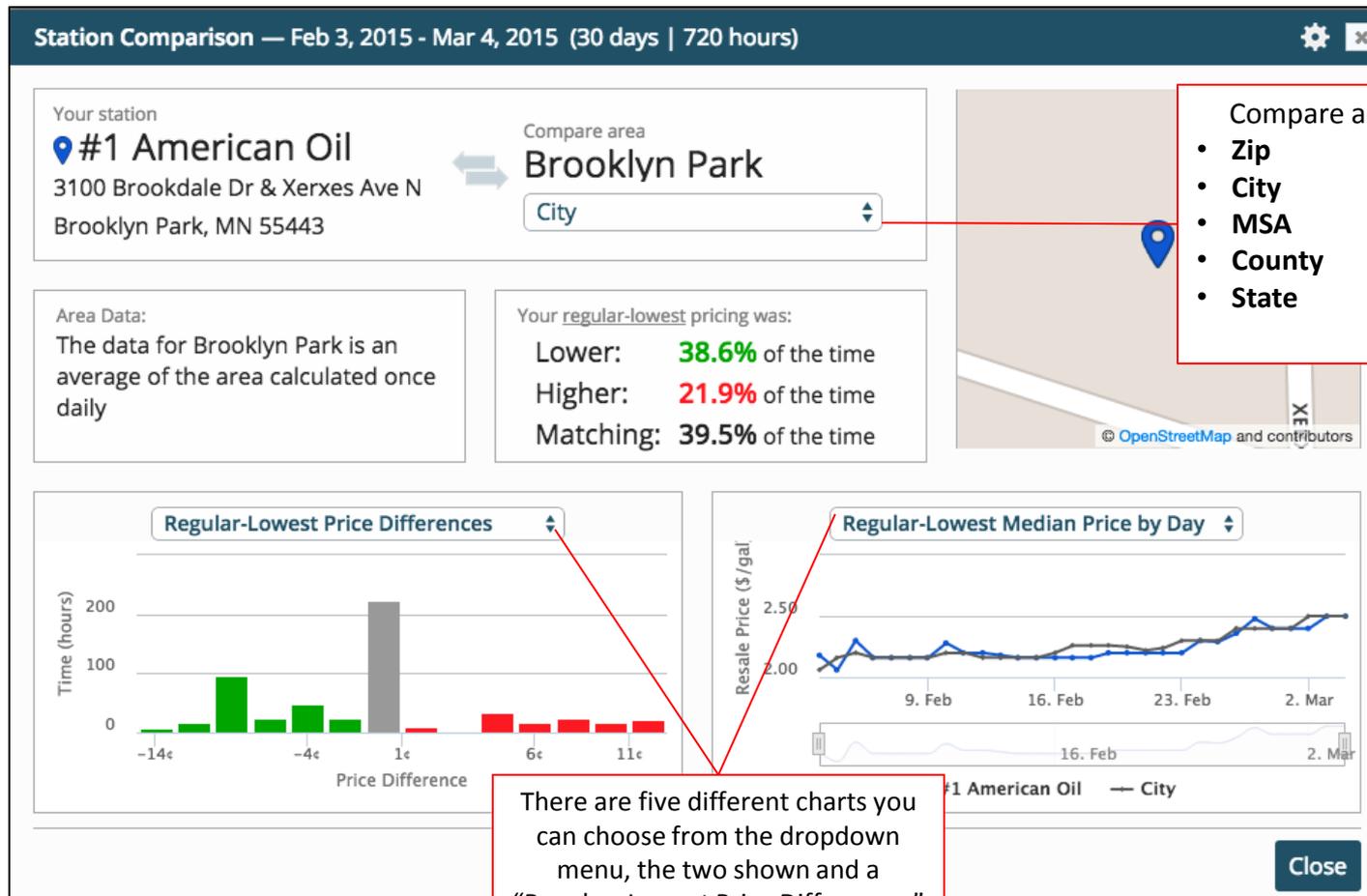
The numbers indicate where your chosen station compares to the indicated region’s average. *In this example, our station is 9cts **ABOVE** the average of the stations within this zip code, and again 5cts **ABOVE** the average of stations in the city of Brooklyn Park and the MSA of Minneapolis-St. Paul-Bloomington*

Clicking on “View Detailed Comparison” will open up a window that shows detailed trends on how your site compares with the area

NOTE: In this section, a **GREEN** number indicates that the region’s average is higher **\$** than your store’s price, while a **RED** number indicates the region’s average is lower than your store’s price. A **BLACK** number indicates that it matches. The **\$** symbol indicates there is a cash price factored into the regional average

# Station Analyzer: Area Price Comparisons

After clicking on “View Detailed Comparison,” a pop-up window will open, like below:



# Station Analyzer: Comparisons

Once you've set up a competitor list, you can select one of your competitors from the list or click its pin on the map and get a side-by-side comparison of how they are priced versus your site. (To setup a competitor list, see "Station Management: Setting up Competitor List" on pages 15-16)

Competitor List: 2 Mile Competitors [Advanced Search](#)

## 2 Mile Competitors

Selected competitors within a 2 mile radius of my station ↓ [Export](#)

Competitor Price Comparison			<span>📍 Your Station</span> <span>📍 Lower Price</span> <span>📍 Higher Price</span> <span>📍 Same Price</span> <span>📍 Unknown Price</span>				
Competitor	Straight Dist. ▼	Regular-Lowest Price					
<b>Shell</b> 6849 Brooklyn Blvd & 69th Av...	0.1 mi.	<b>\$2.19<sup>9</sup></b> 48 mins ago					
<b>QC Service</b> 7416 Brooklyn Blvd & Regent ...	0.7 mi.	<b>\$2.04<sup>9</sup></b> <span>📈</span> 44 mins ago					
<b>#3 American Oil</b> 7525 Brooklyn Blvd & Unity Av...	1.0 mi.	<b>\$2.19<sup>9</sup></b> 5.6 hours ago					
<b>Shell</b> 6300 Zane Ave N & 63rd Ave N	1.1 mi.	<b>\$2.19<sup>9</sup></b> 68 mins ago					

# Station Analyzer: Comparisons

By clicking on a competitor's price, you can see all of the price sources

## 2 Mile Competitors

Selected competitors within a 2 mile radius

Hitting the competitor's station name will open a new tab that links to their station page on GasBuddy with more information, photos, and features

Export real time competitor prices to a .csv file format

[Export](#)

### Competitor Price Comparison

Your Station
 Lower Price
 Higher Price
 Same Price
 Unknown Price

Competitor	Straight Dist. ▼	Regular-Lowest Price		Regular	Midgrade	Premium	Diesel
Shell <small>6849 Brooklyn Blvd &amp; 69th Av...</small>	0.1 mi.	<b>\$2.19<sup>9</sup></b> <small>48 mins ago</small>	<a href="#">Margin Comparison</a>  	<b>\$2.19<sup>9</sup></b>	<b>\$2.12<sup>9</sup></b>	<b>\$2.27<sup>9</sup></b>	--
QC Service <small>7416 Brooklyn Blvd &amp; Regent ...</small>	0.7 mi.	<b>\$2.04<sup>9</sup></b> <small>44 mins ago</small>		<u>Regular</u>	<u>Midgrade</u>	<u>Premium</u>	<u>Diesel</u>
#3 American Oil <small>7525 Brooklyn Blvd &amp; Unity Av...</small>	1.0 mi.	<b>\$2.19<sup>9</sup></b> <small>5.6 hours ago</small>	GasBuddy Standard	<b>\$2.09<sup>9</sup></b> <small>10 hours ago</small>	<b>\$2.24<sup>9</sup></b> <small>22 hours ago</small>	<b>\$2.29<sup>9</sup></b> <small>22 hours ago</small>	--
Shell <small>6300 Zane Ave N &amp; 63rd Ave N</small>	1.1 mi.	<b>\$2.19<sup>9</sup></b> <small>58 mins ago</small>	GasBuddy Cash	<b>\$2.04<sup>9</sup></b> <small>54 mins ago</small>	<b>\$2.19<sup>9</sup></b> <small>22 hours ago</small>	<b>\$2.24<sup>9</sup></b> <small>22 hours ago</small>	--
		<b>\$2.19<sup>9</sup></b> <small>8 mins ago</small>	Credit Card Swipe Standard	--	--	--	--
		<b>\$2.17<sup>9</sup></b> <small>2.8 hours ago</small>	American Oil 22 Standard	--	--	--	--
		<b>\$2.19<sup>9</sup></b> <small>8 mins ago</small>	American Oil 22 Cash	--	--	--	--
Holiday <small>5710 Xerxes Ave N &amp; Bass Lak...</small>	1.8 mi.	<b>\$2.19<sup>9</sup></b> <small>8 mins ago</small>					<b>\$2.73<sup>9</sup></b> <small>50 mins ago</small>

[Update QC Service Prices](#) | [Report Bad Prices](#)

By clicking on the price, you can also update the price for your competitor station yourself if the price has not been updated.

The date and time show when the price was last updated

A blank means that the price has not been updated for 48 hours, or that the station does not sell this product

Flag and Report Inaccurate Prices

# Station Analyzer: Comparisons

Once you click on the link to update the competitor's price, a pop-up window will appear, where you will be able to update the competitor's prices as well as see implied margins based on corresponding wholesale prices

Enter QC Service Prices

	current		new				
Regular Standard	\$2.09 <sup>9</sup> 10 hours ago	-	2.09	+	-		
Midgrade Standard	\$2.24 <sup>9</sup> 22 hours ago	-	2.24	+	-		
Premium Standard	\$2.29 <sup>9</sup> 22 hours ago	-	2.29	+	-		
Diesel Standard	--	Would you like to <a href="#">enable</a> diesel-standard prices for this station?					
Regular Cash	\$2.04 <sup>9</sup> 57 mins ago	-	2.04	+	-	\$1.98 <sup>1</sup> 41 hours ago	= 7c 0.0c
Midgrade Cash	\$2.19 <sup>9</sup> 22 hours ago	-	2.19	+	-	\$2.04 <sup>8</sup> 41 hours ago	= 15c 0.0c
Premium Cash	\$2.24 <sup>9</sup> 22 hours ago	-	2.24	+	-	--	= 325c 0.0c
Diesel Cash	--	Would you like to <a href="#">enable</a> diesel-cash prices for this station?					

Export to GasBuddy  
Export in < 1 minute  
Apply cancel

Attach Comment

Cancel Submit

Use the red- or green+ buttons to decrease or increase the price

You have the option to export your inputted prices to the GasBuddy website and app, which you can delay up to 3 hours

See Preferences (Page 68) to set a default price export option

When another user views the station on the analyzer page, they will be able to see recently made comments; these comments are within your organization's PricePro account only, not passed along to GasBuddy users or anyone else

Margin information is tied to the corresponding rack less taxes and freight. For margin methodology, visit [www.OPISnet.com](http://www.OPISnet.com)

# Station Analyzer: Comparisons

By selecting a competitor, you can see a summary comparison of your site's prices/margins versus the chosen competitor's prices/margins

### Competitor Price Comparison

📍 Your Station
📍 Lower Price
📍 Higher Price
📍 Same Price
📍 Unknown Price

Competitor	Straight Dist. ▼	Regular-Lowest Price				
QC Service 7416 Brooklyn Blvd & Regent A...	0.24 mi.	\$2.44 <sup>9</sup> \$				
#2 American Oil 6950 Brooklyn Blvd & 70th Ave... <i>offers a 3¢ discount</i>	0.96 mi.	\$2.57 <sup>9</sup>				
Shell (tmp closed) 6849 Brooklyn Blvd & 69th Ave...	1.04 mi.	--				
Shell 8517 Zane Ave N & 85th Ave N	1.28 mi.	\$2.59 <sup>9</sup>				
Winner 4610 85th Ave N & Noble Pkwy	1.39 mi.	\$2.55 <sup>9</sup>				
BP 8080 Brooklyn Blvd & Jolly Ln	1.47 mi.	\$2.57 <sup>9</sup>				
		\$2.59 <sup>9</sup>				
		\$2.52 <sup>9</sup>				
		\$2.59 <sup>9</sup>				

Margin Comparison

QC Service

7416 Brooklyn Blvd & Regent Ave N  
Brooklyn Park, MN

#3 American Oil

7525 Brooklyn Blvd & Unity Ave N  
Brooklyn Park, MN

Regular	Midgrade	Premium	Diesel
\$2.44 <sup>9</sup> \$	\$2.69 <sup>9</sup> \$	\$2.89 <sup>9</sup> \$	--
59 mins ago	18 hours ago	18 hours ago	
\$2.57 <sup>9</sup>	\$2.69 <sup>9</sup>	\$2.94 <sup>9</sup>	\$2.79 <sup>9</sup>
18 hours ago	5.1 hours ago	18 hours ago	18 hours ago

View Detailed Comparison

Clicking on "Margin Comparison" will switch the box to show you side-by-side comparisons of your station's margins compared to your competitor. (See next slide)

Clicking on "View Detailed Comparison" will open up a window that shows detailed trends on how your site compares with the selected competitor

NOTE: In this section, a **GREEN** number/pin indicates that your competitor's price is higher than your store's price, while a **RED** number indicates your competitor's price is lower than your store's price. A **BLACK** number indicates that it matches.

# Station Analyzer: Comparisons

You can toggle back and forth between price and margin comparisons versus the chosen competitor

### Competitor Price Comparison

Competitor	Straight Dist. ▼	Regular-Lowest Price
<b>QC Service</b> 7416 Brooklyn Blvd & Regent Ave...	0.24 mi.	<b>\$2.44<sup>9</sup></b> <span style="color: green;">\$</span> 59 mins ago
<b>#2 American Oil</b> 6950 Brooklyn Blvd & 70th Ave... <i>offers a 3¢ discount</i>	0.96 mi.	<b>\$2.57<sup>9</sup></b> 4.9 hours ago
<b>Shell (tmp closed)</b> 6849 Brooklyn Blvd & 69th Ave...	1.04 mi.	--
<b>Shell</b> 8517 Zane Ave N & 85th Ave N	1.28 mi.	<b>\$2.59<sup>9</sup></b> 6.9 hours ago
<b>Winner</b> 4610 85th Ave N & Noble Pkwy	1.39 mi.	
<b>BP</b> 8080 Brooklyn Blvd & Jolly Ln	1.47 mi.	
<b>Shell</b> 6300 Zane Ave N & 63rd Ave N	1.49 mi.	<b>\$2.59<sup>9</sup></b> 5.3 hours ago
<b>SuperAmerica</b> 7601 Jolly Ln near Brooklyn Blvd <i>offers a 3¢ discount</i>	1.49 mi.	<b>\$2.52<sup>9</sup></b> 3.1 hours ago
<b>#1 American Oil</b> 3100 Brookdale Dr & Xerxes A...	1.54 mi.	<b>\$2.59<sup>9</sup></b> 5.2 hours ago

📍 Your Station
 📍 Lower Price
 📍 Higher Price
 📍 Same Price
 📍 Unknown Price

↔ Price Comparison

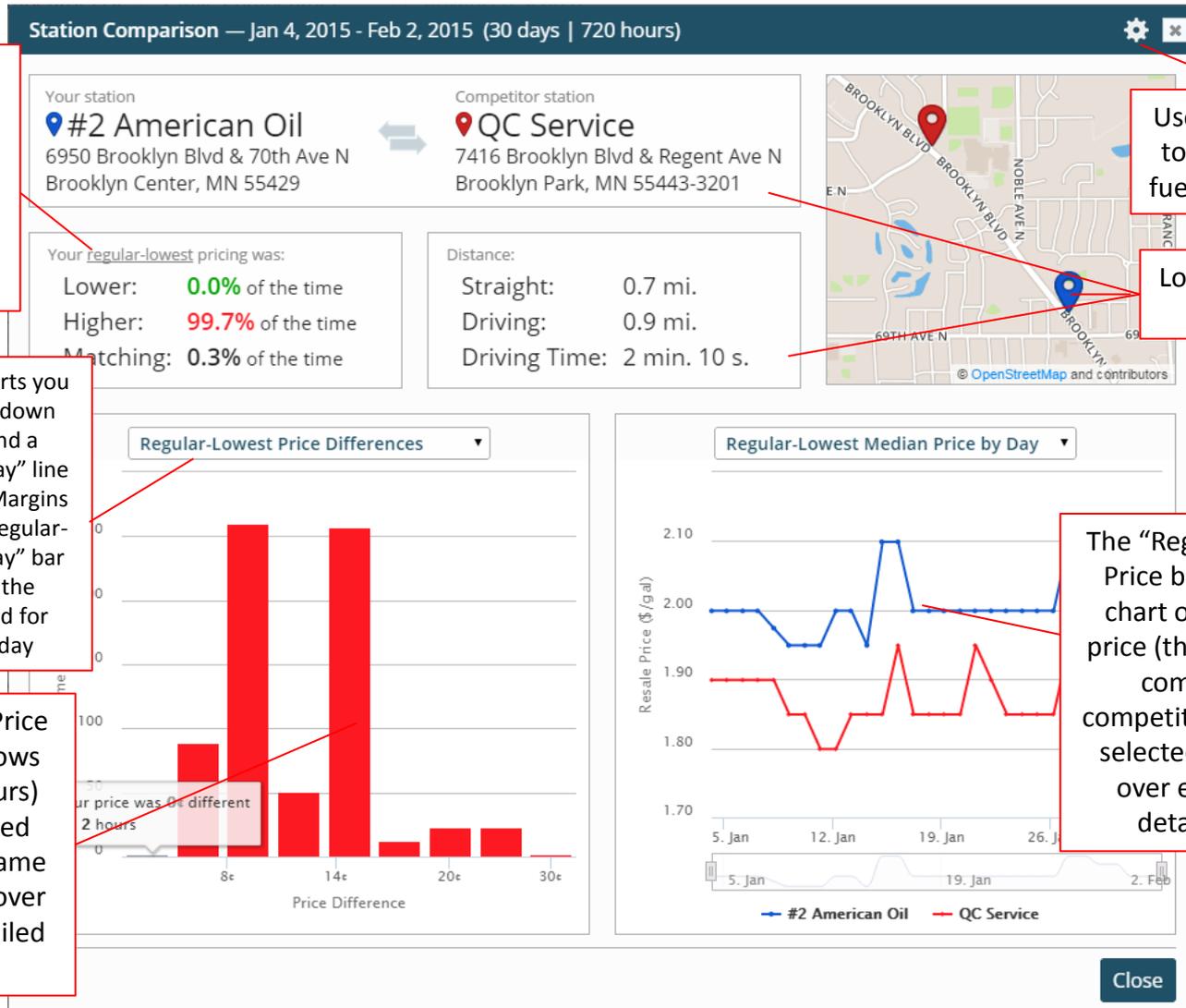
	Regular	Midgrade	Premium	Diesel
<b>QC Service</b> 7416 Brooklyn Blvd & Regent Ave N Brooklyn Park, MN	\$2.44 <sup>9</sup> -\$2.38 <sup>4</sup> <b>6.5c</b>	\$2.69 <sup>9</sup> -\$2.48 <sup>2</sup> <b>21.7c</b>	--	--
<b>#3 American Oil</b> 7525 Brooklyn Blvd & Unity Ave N Brooklyn Park, MN	\$2.57 <sup>9</sup> -\$2.37 <sup>0</sup> <b>20.9c</b>	\$2.69 <sup>9</sup> -\$2.48 <sup>5</sup> <b>21.4c</b>	\$2.94 <sup>9</sup> -\$2.60 <sup>0</sup> <b>34.9c</b>	\$2.79 <sup>9</sup> -\$2.46 <sup>8</sup> <b>33.1c</b>

[View Detailed Comparison](#)

Clicking on "Price Comparison" will switch the box back to show you side-by-side comparisons of your station's prices versus your selected competitor

# Station Analyzer: Comparisons

After clicking on “View Detailed Comparison,” a pop-up window will open, like below:



Percentage of time during the selected date range that your station was priced lower than, higher than, or the same as this competitor station

Use the “Settings” icon to change date range, fuel type and price type

Location data and map for both stations

There are five different charts you can choose from the dropdown menu, the two shown and a “Regular-Lowest Cost by Day” line graph, a “Regular-Lowest Margins by day” bar chart, and a “Regular-Lowest Price Reports by Day” bar chart, which shows you the number of prices reported for each chosen station by day

The “Regular-Lowest Price Differences” chart shows you how often (in hours) your station was priced lower, higher, or the same as your competitor. Hover over each bar for detailed information

The “Regular-Lowest Median Price by Day” shows you a chart of how your median price (the blue line) each day compares with your competitor’s (red line) for the selected date range. Hover over each data point for detailed information

# Station Analyzer: Comparisons

Use the 'Advanced Search' to further filter competitors

Competitor List: 2 Mile Competitors [Advanced Search](#)

## 2 Mile Competitors

Selected competitors within a 2 mile radius of my station

[Export](#)

Competitor Price Comparison					
	Your Station	Lower Price	Higher Price	Same Price	Unknown Price
<b>QC Service</b> 7416 Brooklyn Blvd & Regent A...	0.73 mi.	<b>\$2.44<sup>9</sup></b>	12 hours ago		
<b>#3 American Oil</b> 7525 Brooklyn Blvd & Unity Av... <i>offers a 3¢ discount</i>	0.96 mi.	<b>\$2.57<sup>9</sup></b>	12 hours ago		
<b>Shell</b> 6300 Zane Ave N & 63rd Ave N	1.13 mi.	<b>\$2.59<sup>9</sup></b>	39 secs ago		
<b>BP</b> 6044 Brooklyn Blvd & 61st Ave N	1.26 mi.	<b>\$2.57<sup>9</sup></b>	4 mins ago		

Use the 'Advanced Search' feature to filter all your own stations or your competitors by *All Competitors*, *Competitor List*, or *Tagged Competitor Lists*

**Advanced Competitor Search**

Search: All Competitors

Competitor Price: Lower than me

Fuel Type: Regular

Price Type: Lowest

Distance: 0.00 - 1 miles away

[Cancel](#) [Search](#)

**Advanced Competitor Search**

Search: Competitor List

Competitor List: 2 Mile Competitors

Competitor Price: Higher than me

Fuel Type: Midgrade

Price Type: Lowest

Distance: 0.00 - 2 miles away

[Cancel](#) [Search](#)

**Advanced Competitor Search**

Search: Tagged Competitor Lists

List Tag: 2 Miles

Competitor Price: The same as me

Fuel Type: Regular

Price Type: Lowest

Distance: 0.00 - 2.00 miles away

[Cancel](#) [Search](#)

**Advanced Competitor Search**

Search: All American Oil 22 Stations

Competitor Price: Higher than me

Fuel Type: Regular

Price Type: Lowest

Distance: 0.00 - 3 miles away

[Cancel](#) [Search](#)

# Rules

Pricing rules can be created to monitor your station's price as compared to your competitors.

No matter your pricing philosophy (whether you want to match a station, be higher than competitors, or be priced lower than competitors) a pricing rule can be created to monitor competitor pricing data for you.

Rules can be created for one of your stores, or for multiple of your locations. If many of your stores share the same pricing strategy, one rule can be created that analyzes multiple stores that you select by using the "tag" function when creating competitor lists (See Page 15)

Rules can be created based on competitors within a certain distance, or based on selected competitors from a specific competitor list that you have created. You do not need a competitor list set up to create a rule for a station.

OPIS PricePro OVERVIEW | STATION ANALYZER | STATION MANAGEMENT | **RULES** | MORE ▼

## Rules

Custom Rules New Custom Rule Quick Actions New Quick Action

Custom Rules let you identify and be alerted to important pricing events. Take full control and get notified when you need to take action.

[Get Started with Custom Rules](#)

To set a new rule, hit "New Custom Rule" (pages 33-50) or "Get Started with Custom Rules" (page 50) to get an initial feel

# Rules: Step 1

Select which station(s) to apply rule

OPIS PricePro OVERVIEW | STATION ANALYZER | STATION MANAGEMENT | RULES | MORE ▼

## Rule Creator

Cancel Save Rule

You can save your rule at any time and come back to it later by hitting "Save Rule"

### Step 1/8 - Choose Station(s) to Apply Rule

Apply to:

- one of my stations
- one of my station lists

You can create rules for multiple stores or just one

# Rules: Step 1

Select which stations to apply rule

You can choose to have this rule only apply to one of the stations of your choice...

## Step 1/8 - Choose Station(s) to Apply Rule

Apply to: one of my stations

[Undo Selection](#)

**#1 American Oil** (Brooklyn Park)  
3100 Brookdale Dr & Xerxes Ave N

Continue →

*In our example, we want to apply to only **one** of our stations, the American Oil #1 site*

- OR -

...you can choose to have this rule apply to multiple stations, via your station lists

## Step 1/8 - Choose Station(s) to Apply Rule

Apply to: one of my station lists

[Undo Selection](#)

Select your station list: Minnesota Stores ▾

Continue →

# Rules: Step 2

Choose the number and/or type of competitors you want to trigger the alert for your station. There are 9 choices below, but in reality there are 3 choices with three sets of logic for each

## Step 2/8 - Choose Trigger

When: at least "#" competitors...

at least "#" competitors in a competitor list...

at least "#" competitors in a list tagged as...

at least "%" of competitors...

at least "%" of competitors in a competitor list...

at least "%" of competitors in a list tagged as...

If you choose a trigger that begins with "**at least '#' competitors**," a rule is considered broken only when that # of competitors has violated the conditions.

For example, if you chose "**at least 2 competitors in a competitor list**" as your trigger, and your competitor list has 8 stations included, your rule would be considered broken when **2** of the 8 have violated the conditions of the rule

If you choose a trigger that begins with "**at least '%' competitors**," a rule is considered broken only when that % of competitors has violated the conditions.

For example, if you chose "**at least 40% of competitors in a competitor list**" as your trigger, and your competitor list has 10 stations included, your rule would be considered broken when **40%** of the 10 have violated the conditions of the rule (in this case, **4**)

# Rules: Step 2

## Step 2/8 - Choose Trigger

When: at least "#" competitors...

at least "#" competitors in a competitor list...

at least "#" competitors in a list tagged as...

In our example, we want the Lowest Price Rule to alert us when **one or more competitor(s)** of our station that are included in our competitor list are priced **higher** than American Oil #1 (second option from bottom)

## Step 2/8 - Choose Trigger

When: at least "#" competitors in a competitor list...

[Undo Selection](#)

At least  competitor(s)

Continue →

You also have the option to apply rules to competitors not in a given competitor list

# Rules: Step 3

Choose the distance of the competitors away from your site

If you are basing your rule on a competitor list, choose option 4, as distance does not matter. If you are NOT using a competitor list, the first three options allow you to filter competitor stations down by distance

## Step 3/8 - Choose Distance

That: are any distance away (up to 25 miles away)

are less than "#" miles away

are between "#" and "#" miles away

are greater than "#" miles away

After selecting either of these three options, you can filter the distance in terms of 'Straight Distance' or 'Driving Distance'

In our example, we are using a competitor list to narrow down our competitors, therefore we would choose option 4, as distance is not a factor

# Rules: Step 4

Choose the fuel and price type that you want to be alerted about

Step 4/8 - Choose Fuel Type

Have a:

<any fuel type>	<any price type>
regular	standard price
midgrade	cash price
premium	lowest price
diesel	

In our example, we want the **Lowest Price** Rule to alert us about **regular fuel** (second-from-top, left option) and **lowest prices** (bottom right option) that are **less than 48 hours old** (right picture)

Once you have chosen price type, you will be asked to specify the age of the price you want for alerts.

Step 4/8 - Choose Fuel Type

Have a: regular lowest price

Regular-lowest price less than 48 hours old

Continue →

# Rules: Step 5

**Price Change Conditions:** These conditions are based on your competitor(s) prices changing. Get notified whenever one or multiple competitors moves their price by a certain amount, or even set up a rule to notify when anyone moves at all

Step 5/8 - Choose Conditions

That:

- ± is "  " cents less  
ex. a competitor's price is at least 5¢ lower than yours
- ± is different by "  " and "  " cents  
ex. a competitor's price is between 5¢ less and 5¢ more than yours
- ± is "  " cents greater  
ex. a competitor's price is at least 5¢ higher than yours
- \$ is less than "  "  
ex. a competitor's price is lower than \$1,000
- \$ is between "  " and "  "  
ex. a competitor's price is between \$1,000 and \$2,000
- \$ is greater than "  "  
ex. a competitor's price is greater than \$1,000

- ✎ has decreased by "  " cents  
ex. a competitor's price has decreased by more than 5c
- ✎ has increased by "  " cents  
ex. a competitor's price has increased by more than 5c
- ✎ has changed by "  " cents  
ex. a competitor's price has decreased by more than 1c or increased by more than 5c

# Rules: Step 5

Choose and build the conditions of your rule.

*In our example, we want the Lowest Price Rule to alert us when any competitor is priced **lower** than our station (top option)*

Step 5/8 - Choose Pricing Conditions

That:

- ± is "# " cents less  
ex. a competitor's price is at least 5c lower than yours
- ± is different by "# " and "# " cents  
ex. a competitor's price is between 5c less and 3c more than yours
- ± is "# " cents greater  
ex. a competitor's price is at least 5c higher than yours

Step 5/8 - Choose Conditions

That: ± is "# " cents less  
ex. a competitor's price is at least 5c lower than yours

A price that is at least 5 c lower than me

- is lower than \$3.500
- "# "
- is between \$3.000 and \$3.500
- is greater than \$3.000

You can have more than one condition that competitor stations must meet in order to get alerted including the "Sleep Timer." Hit the "+ Add Another" button

- ✎ has decreased by "# " cents  
ex. a competitor's price has decreased by more than 5c
- ✎ has increased by "# " cents  
ex. a competitor's price has increased by more than 5c
- ✎ has changed by "# " cents  
ex. a competitor's price has decreased by more than 1c or increased by more than 5c

# Rules: Step 6

Choose the time frame when you would like the rule to be running, and when to receive email notifications and SMS messages.

## Step 6/8 - Choose Time Restriction

And:  The current time is between "###" and "###"  
ex. the current time is between 8:00 AM and 5:00 PM

<no time restriction>

# Rules: Step 7

Choose the importance of the rule's alert and how often it will update

The default rule status choices are "High," "Medium," and "Low" – these are customizable in your settings (see "More: Settings" on page 68.) For rules that are critical to your pricing strategy, use a higher severity. For rules that are less important, choose a lower severity.

## Step 7/8 - Choose Status Of Rule

Then: mark station(s) with a status

Mark station(s) with a status of:

Refresh the station(s) status every  hours

Continue →

*In our example, we want the Lowest Price Rule to mark these chosen stations with a **medium status** that refreshes every **24 hours***

1. If the status has been dismissed by a user, but the conditions are still met after this time period, the status will reappear
2. If the conditions are no longer met after this time period, the status will be automatically dismissed

# Rules: Step 8

Choose the notification setting for your rule. You can choose to receive emails and/or SMS messages when a rule is violated, keeping you informed any time, anywhere

Step 8/8 - Choose Notifications

And: do not send any messages

send an email to contact list members

send an SMS message to contact list members

*In our example, we **want a contact list to receive an email alert** (second option)*

Step 8/8 - Choose Notifications

And: send an email to contact list members [Undo Selection](#)

send an email to members of: Minnesota Users ▼

The rule "Lowest Price Rule" has been broken.

x Remove + Add Another ✓ Done

Choose the list of members you'd like the notification to be sent to (To setup a contact list, see pages 63-64)

Enter the message everyone will receive with the alert

You can add another email alert if there are more than one set of contacts receiving the notification. You can also add a text message alert at the same time as an email alert

# Rules: Step 8

Choose how often the notifications will be repeatedly sent, and name your rule.

Step 8B - Choose Notifications

Send an email to members of Maryland Users

The rule "Lowest Price Rule" has been broken.

Repeat: notification(s) every "#" hours

Repeat notifications every 24 hours if conditions are still met

Save

When a rule is violated but is not dismissed by the user, choose how often you would like alerts to be repeated

For our example, we would like alerts sent every 24 hours if the conditions are still met and we have not dismissed the exception

Hit "Save" to name your rule and give it a description

Save As...

Save As: Lowest Price Rule

Description: Notify whenever American Oil #1 is NOT the lowest-priced among its competitors

Cancel Save

Hit "Save" when you're satisfied with the name and description of your rule

# Rules: Summary

Once you have saved your rule, a summary will be available on your "Rules" page, where you can also edit the rule, delete it, or "Save As" to duplicate the rule.

The screenshot shows the OPIS PricePro interface. At the top, there is a navigation bar with links for OVERVIEW, STATION ANALYZER, STATION MANAGEMENT, RULES (highlighted), and MORE. Below the navigation bar, the page title is 'Rules'. There are two main sections: 'Custom Rules' and 'Quick Actions'. The 'Custom Rules' section has a 'New Custom Rule' button. The 'Quick Actions' section has a 'New Quick Action' button and a description: 'Quick Actions are a fast and simple way to start receiving realtime pricing information that can impact your decisions.' with a 'Get Started with Quick Actions' button. The 'Lowest Price Rule' configuration is shown in a modal window with the following details:

- Lowest Price Rule** (with a close button 'x')
- Notify whenever American Oil #1 is NOT the lowest-priced among its competitors
- Monitor** the #1 American Oil (Brooklyn Park) at 3100 Brookdale Dr & Xerxes Ave N
- When** at least 1 competitor in the competitor list "2 Mile Competitors"
- That** is any distance away
- Has** a regular-lowest price less than 48 hours old
- That** is at least 1¢ lower than me
- Then** mark station(s) with the status "Medium" (refresh status every 24 hours)
- And** send an email to contacts in the list "Minnesota Users" with the following message:  
"The rule "Lowest Price Rule" has been broken."
- Repeat** the email notifications every 24 hours
- Edit Rule** button

# Rules: Getting Started Shortcut

Hit “Get Started with Custom Rules” to set up a basic rule that allows new users to edit and get an initial look

Rules

Custom Rules New Custom Rule

Custom Rules let you identify and be alerted to important pricing events. Take full control get notified when you need to take action.

Get Started with Custom Rules

Getting Started

We've setup a simple custom rule for you. Take a look and then you can customize the setup to meet your needs.

Here's what we did:

- Setup the custom rule "Comp with a Lower Price" that will send you a message when conditions are met

Close

**Comp with a Lower Price**

A nearby comp has a lower price than my station for regular gas

---

**Monitor** stations in the station list "All Stations"

**When** at least 1 competitor

**That** is less than 2.50 miles away by straight distance

**Has** a regular-lowest price less than 48 hours old

**That** is at least 1¢ lower than me

**Then** mark station(s) with the status "Low" ♦ (refresh status every 6 hours)

**And** send an email to contacts in the list "Minnesota Users" with the following message:  
"The rule "Comp with a Lower Price" has been broken"

**Repeat** the email notifications every 24 hours

Edit Rule

# Quick Actions

Quick Actions will allow you to quickly setup notifications for when your competitors change price or simply to get a 'snapshot' summary of your stations and their default competitors' prices

OPIS PricePro OVERVIEW | STATION ANALYZER | STATION MANAGEMENT | [RULES](#) | MORE ▼

## Rules

### Custom Rules

[New Custom Rule](#)

#### Lowest Price Rule

Notify whenever American Oil #1 is NOT the lowest priced among its competitors

### Quick Actions

[New Quick Action](#)

Quick Actions are a fast and simple way to start receiving realtime pricing information that can impact your decisions.

[Get Started with Quick Actions](#)

# Quick Actions

## Getting Started

Hit "New Quick Action" to select and customize everything on your own

**Quick Actions** New Quick Action

Quick Actions are a fast and simple way to start receiving realtime pricing information that can impact your decisions.

**Get Started with Quick Actions**

Hitting "Get Started with Quick Actions" will help you setup two basic notifications

**Getting Started** ✕

We've setup some basic quick actions for you. Take a look and then you can customize the setup to meet your needs.

Here's what we did:

- Created a **snapshot notification** that sends you pricing details daily at 8:00am
- Setup a **change notification** for some of your potential competitors

Close

**Quick Actions** New Quick Action

**Snapshot of All Stations** ✕  
@ 8:00 AM (GMT-05:00) Eastern Time (US & Canada)  
to Minnesota Users

**Change Alert of Competitors of #1 American Oil** ✕  
in competitor list 2 Mile Competitors  
to Minnesota Users

# Quick Actions

## Getting Started: Snapshot

A 'Snapshot of All Stations' is an email containing the prices of the specified station list and its competitors to any specified contacts list at any time indicated.

**Quick Actions** New Quick Action

**Snapshot of All Stations** X  
@ 8:00 AM (GMT-05:00) Eastern Time (US & Canada)  
to Minnesota Users

**Change Alert of Competitors of #1 American Oil** X  
in competitor list 2 Mile Competitors  
to Minnesota Users

**Quick Actions**

Action:  ▼ **Snapshot:**  
An email containing prices for each station in the list, as well as the prices for each station's default competitors.

Station List:  ▼

Sent To:  ▼

Send At:  ▼

Cancel Save Action

If the time has already passed for the current day, the snapshot will not be sent for that day

# Quick Actions

## Getting Started: Change Alert

A 'Change Alert' is an email sent to the specified contacts list whenever a competitor changes their prices for a single station or an entire station list. You can apply a Change Alert to your own stations as well

Competitor Change Alert:  
An email or SMS sent whenever one of the specified competitors changes their price.

### Quick Actions

New Quick Action  

---

**Snapshot of All Stations** ✕  
@ 8:00 AM (GMT-05:00) Eastern Time (US & Canada)  
to Minnesota Users

---

**Change Alert of Competitors of #1 American Oil** ✕  
in competitor list 2 Mile Competitors  
to Minnesota Users

Price Changes can be sent via Email or SMS(text). The message will show the competitor's new price(s) and what station they are a competitor of

### Quick Actions

Action: Change Alert (My Competitors)

Competitors Of: Single Station **Station List**

Station List: All Stations

Competitors: 2 Miles

Sent To: Minnesota Users

Send Via: **Email** SMS

*- Hide Options*

Include:  My Prices  My Margins

Watch:  Regular  Midgrade  Premium  Diesel

Cancel Save Action

There are advanced options that will allow you to specify only certain fuel types and include the current prices and/or current margin information at your location when you get an alert

# Quick Actions

## New Competitor Alert

The image shows two parts of a software interface. On the left is a 'Quick Actions' panel with a 'New Quick Action' button highlighted in a red and green box. A red line connects this button to a larger configuration window on the right. This window is titled 'Quick Actions' and contains the following settings:

- Action:** A dropdown menu set to 'New Competitor'.
- Competitors Of:** Two radio buttons, 'Single Station' (selected) and 'Station List'.
- Sent To:** A dropdown menu set to 'Select Contact List'.
- Preview:** A text area containing the text: 'New Competitor Change Alert: An email sent whenever a new competitor is added within 5 miles of your station.'
- Buttons:** 'Cancel' and 'Save Action' buttons at the bottom right.

Choosing the “New Competitor” Quick Action will send notifications when a new competitor opens near your stations

# Overview: Alert Status

After creating your rules, you will be alerted on your “Overview” page whenever one of your stores is in violation of a rule you created

Overview

Station List: All Stations Advanced Search Create New List

### All Stations

A list of all stations for the organization

Alert Status ▲	Station	City	State	Updated	Regular-Lowest Price								
▶ High	#2 American Oil 6950 Brooklyn Blvd & 70th Ave N	Brooklyn Center	MN	Jan 13, 4:53 PM	\$1.89 <sup>9</sup> 53 mins ago <a href="#">analyze</a>								
▼ Medium	#1 American Oil 3100 Brookdale Dr & Xerxes Ave N	Brooklyn Park	MN	Jan 13, 4:37 PM	<a href="#">analyze</a>								
<table border="1"><thead><tr><th>Severity</th><th>Pricing Rule</th><th>Date</th><th></th></tr></thead><tbody><tr><td>▼ Medium</td><td>Lowest Price Rule</td><td>Jan 13, 4:37 PM</td><td><a href="#">view details</a> <span>32</span> <span>Dismiss</span></td></tr></tbody></table>						Severity	Pricing Rule	Date		▼ Medium	Lowest Price Rule	Jan 13, 4:37 PM	<a href="#">view details</a> <span>32</span> <span>Dismiss</span>
Severity	Pricing Rule	Date											
▼ Medium	Lowest Price Rule	Jan 13, 4:37 PM	<a href="#">view details</a> <span>32</span> <span>Dismiss</span>										
--	#3 American Oil 7525 Brooklyn Blvd & Unity Ave N	Brooklyn Park	MN	Jan 13, 4:53 PM	\$1.99 <sup>9</sup> <a href="#">analyze</a>								
--	#4 American Oil 5410 Lakeland Ave N & Wilshire Blvd	Cry	MD	Jan	<a href="#">analyze</a>								
--	#6 American Oil 5410 Lakeland Ave N & Wilshire Blvd	Cry			<a href="#">analyze</a>								
--	#7 American Oil 12175 Darnestown Rd & Quince Orchard Rd	Gaithe			<a href="#">analyze</a>								

Alert Status ▲

▶ High

▼ Medium

Stores in violation of a rule will be highlighted with an icon to indicate the rule status you have assigned to the broken rule

*In this example, the “Lowest Price Rule” we created was violated by a competitor as of Jan 13 at 4:37 PM*

To dismiss a rule exception so that it no longer appears as a violated rule, click on the red “X”

This number indicates how many competitors are in violation of the rule

Clicking on “view details” will open a pop-up window that will show a list of the competitor stations that violate the rule you have created

# Overview: Alert Status

After hitting “View Details,” a pop-up window will show you a detailed list of your station’s competitors, including what rule it’s violating and the option to “Dismiss” or ignore the rule

The screenshot shows a pop-up window titled "Exception Details — Stations Causing Alert". At the top left, it displays "#1 American Oil" with a price of "\$1.97<sup>9</sup>" and a timestamp of "20 mins ago". To the right, it shows the "Lowest Price Rule" with a "view rule" link. A "Dismiss" button is located in the top right corner. Below this is a table of competitors:

Fuels	Competitor	Distance	Regular-Lowest Price	Price Diff.
R S M P D	QC Service 7416 Brooklyn Blvd & Regent Ave N Brooklyn Park, MN	1.37 mi.	\$1.84 <sup>9</sup> S 2 mins ago	-13c <a href="#">compare</a>

The “R,” “M,” “P,” and “D” represent “Regular,” “Midgrade,” “Premium,” and “Diesel” respectively

You can edit settings by clicking on the gear icon.

You can ignore this alert by hitting the “Dismiss” button

You can choose to show all the competitor stations evaluated by the rule being viewed, regardless of whether or not they match the pricing triggers. (Competitor list and distance conditions are still evaluated)

The settings menu is shown with the following options:

- Display: Stations Causing Alert
- Data: Stations Causing Alert
- Fuel Type: Regular
- Price Type: Lowest

Buttons for "Apply" and "cancel" are at the bottom.

# More: User Management

To add and/or delete users, or edit their permissions on your PricePro subscription, go to the “User Management” option, under the “More” choice from the navigation bar



You can search for a user by their name or email, and by their role (permission level)

Here you will find a list of all your PricePro users

The screenshot shows the 'Users' management page. It features a search area with a text input for 'Name/Email', a dropdown for 'Role' set to 'Any Role', and a 'Search' button. A green 'Add New User' button is on the right. Below the search area is a checkbox for 'Show deleted users'. A table lists the users with columns for Name, Email, Phone #, and Role.

Name ▼	Email	Phone #	Role
GB User	amoil@example.com	--	Standard
John Smith	jsmith@example.com	555-555-5555	Standard
Kelsey Lu	KLu@opisnet.com	--	Super Admin

You can also add users to PricePro by clicking on the “Add New User” button

# More: User Management

After hitting “Add New User,” you will be taken to a page to input all the user’s information

## Role:

You can choose how much the user is allowed to do on the site by picking from the levels of:

- **Super Admin**
- **Management**
- **Standard**
- **View Only**
- **Contact only**

## Name:

The name of the user, or how he/she will be listed

## Email:

Where this user can be contacted via email (*format as “user@DOMAIN.com”*)

## Phone:

Optional other mode of contact. Must be included for the user to receive text messaging alerts (Page 47)

When you’re finished, hit “Create User”

OPIS PricePro OVERVIEW | STATION ANALYZER | STATION MANAGEMENT | RULES | MORE ▾

### User Manager

Role: Standard ▾

Name: John Smith

Email: jsmith@example.com

\*Phone: 555 - 555 - 5555

\* optional  
\*\* at least one required

Create User

Email password link to the user  
 Set user's password later

You can choose to have the password sent to the user’s inputted email address, or you can choose to set the user’s password later, at your discretion

# More: User Management

Once you have created the new user, you can customize settings and add him or her to lists

After creating the user, the next screen allows you to delete the user from the system or reset the password

The screenshot displays the 'User Manager' interface in the OPIS PricePro system. At the top, a navigation bar includes 'OPIS PricePro', 'OVERVIEW', 'STATION ANALYZER', 'STATION MANAGEMENT', 'RULES', and a 'MORE' dropdown menu. The main content area shows the profile for a user named John Smith. On the left is a placeholder for a profile picture. To the right, the user's details are listed: Role: Standard, Name: John Smith, Email: jsmith@example.com, and Phone: 555-555-5555 (marked as optional). Below these details are two buttons: a red 'Delete User' button and a dark blue 'Reset Password' button. At the bottom of the page, there are three expandable sections: '+ Settings', '+ Station Lists', and '+ Contact Lists'. A red callout box points to the 'Delete User' and 'Reset Password' buttons, containing the text: 'After creating the user, the next screen allows you to delete the user from the system or reset the password'.

OPIS PricePro OVERVIEW | STATION ANALYZER | STATION MANAGEMENT | RULES | MORE ▼

## User Manager



Role: Standard 

Name: John Smith 

Email: jsmith@example.com 

\*Phone: 555-555-5555   
(used for SMS alerts)

\* optional  
\*\* at least one required

+ Settings

+ Station Lists

+ Contact Lists

Delete User

Reset Password

# More: User Management

You can set the time preference, price preference, and if/how often the prices will automatically refresh

**User Manager**

**Profile:**

- Role: Standard
- Name: John Smith
- Email: jsmith@example.com
- Phone: 555-555-5555

**Settings**

Timezone: (GMT-05:00) Eastern Time (US & Canada)

Price Preference: Combined Sources

Auto-Refresh:  On  Off 300 seconds

**Save Settings**

Don't forget to save your changes as you make them

Your price preference choices are:

- Combined Sources (default)
- GasBuddy Only
- Credit Card Swipe Only

# More: User Management

Under “Station Lists,” you can grant access to users with limited roles to a particular list of stations that has been created. (See “Overview: Setting Up Station Lists” on pages 8-10)

The screenshot displays the 'User Manager' interface. At the top, there's a header 'User Manager'. Below it, a user profile is shown with a placeholder image, role 'Standard', name 'John Smith', email 'jsmith@example.com', and phone '555-555-5555'. There are buttons for 'Delete User' and 'Reset Password'. A '+ Settings' link is also visible. Below the user details, there's a section for 'Station Lists' with a minus sign. Underneath, there's a table of 'Personal Lists' with columns for 'Last Modified' and 'Created'. The table lists 'Minnesota Stores' and 'John's Stations'. To the right of the table, there are 'Edit' and 'Delete' buttons for each list. A red box highlights the 'Create Station List' and 'Copy Station List' buttons, with a callout box pointing to them. The callout text says: 'You can create new station lists for this user by clicking “Create Station List” or copy this user to an existing station list by clicking “Copy Station List”'. There is also a link 'Create a list for this user' above the highlighted buttons.

You can create new station lists for this user by clicking “Create Station List” or copy this user to an existing station list by clicking “Copy Station List”

Personal Lists	Last Modified	Created		
Minnesota Stores 4 stations	Jan 14, 2015 9:28 AM	Jan 14, 2015 9:28 AM	Edit	Delete
John's Stations 3 stations	Jan 14, 2015 9:29 AM	Jan 14, 2015 9:29 AM	Edit	Delete

# More: User Management

Under “Contact Lists,” you can add this user to a list or lists of contacts. (See “More: Contact Lists” on pages 64-65)

The screenshot displays the 'User Manager' interface for a user named John Smith. The user's profile includes a placeholder for a profile picture, role (Standard), name (John Smith), email (jsmith@example.com), and phone number (555-555-5555). There are buttons for 'Change User' and 'Reset Password'. Below the profile, there are sections for '+ Settings', '+ Station Lists', and '- Contact Lists'. Under '- Contact Lists', the user is currently a member of 'Managers' and 'Pricing Team'. There is a dropdown menu labeled 'Add user to:' with the text 'Select a Contact List'. A red box highlights this dropdown with the text: 'You can add the user to a pre-made contact list or make a new one'. Below this, there is a table of 'Personal Lists' with columns for 'Last Modified' and 'Created'. The table lists two lists: 'Managers' (1 contact) and 'Pricing Team' (2 contacts), both last modified and created on Jan 14, 2015 9:33 AM. Each list has 'Edit' and 'Delete' buttons. A green button labeled 'Create Contact List' is located at the bottom right, with the text 'Create a list for this user' above it.

Member of: Managers x Pricing Team x

Add user to: Select a Contact List

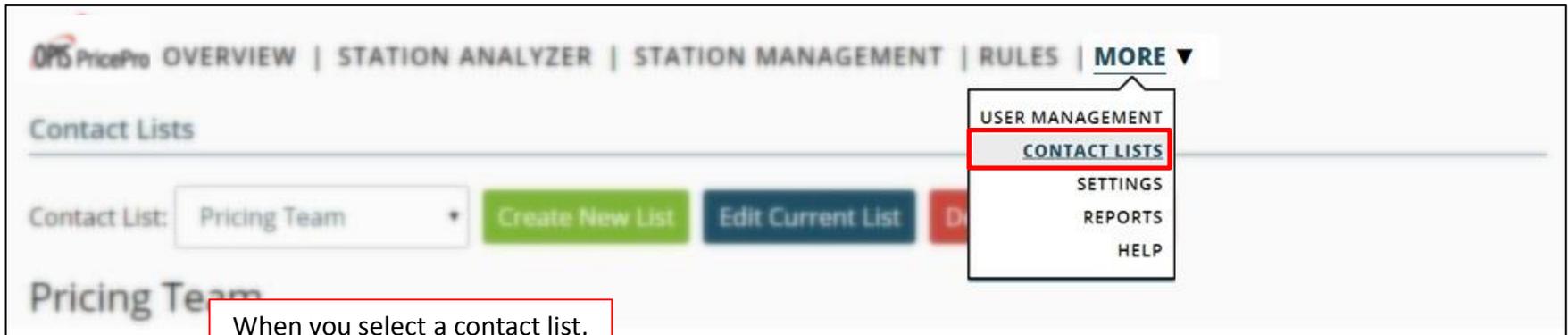
You can add the user to a pre-made contact list or make a new one

Personal Lists		Last Modified	Created		
Managers	1 contact	Jan 14, 2015 9:33 AM	Jan 14, 2015 9:33 AM	Edit	Delete
Pricing Team	2 contacts	Jan 14, 2015 9:33 AM	Jan 14, 2015 9:33 AM	Edit	Delete

Create a list for this user  
Create Contact List

# More: Contact Lists

You can create contact lists for users to better organize who receives which alerts by going to the “Contact Lists” option, under the “More” choice from the navigation bar



When you select a contact list, the people on the chosen list will appear here, with their email, phone number, and PricePro permissions role

Contact Lists

Contact List: Pricing Team ▼ Create New List Edit Current List Delete Current List

### Pricing Team

Hit “Create New List” to make a new contact list; a pop-up window will open

*This example shows our “Pricing Team” contact list, which has three users on it*

Name ▼	Email	Phone #	Role
GB User	amoil@example.com	--	Standard
John Smith	jsmith@example.com	555-555-5555	Standard
Kelsey Lu	KLu@opisnet.com	--	Super Admin

# More: Contact Lists

After hitting “Create New List,” a pop-up window will appear for you to fill out about the new contact list you want to create

1. Name your list anything. *In this example, we want a contact list with only users in Minnesota we’ve named it “Minnesota Users”*

2. Choose the people (or group of people) for whom you are making the list. It can be just for you, just for another user, or for a group of users

3. Describe the contact list

4. If you’d like this to be your main default list used, check the box next to “Yes” – otherwise, leave it unchecked

5. Click the “Next” button

**Edit Contact List**

List Name: Minnesota Users

Create For: Myself

Description: List of contact information for those in Minnesota

Make this the default contact list?  Yes

Cancel Next

You can filter the contacts you’d like to add by all the contacts you currently have, contacts on an existing list already, by name or email, or by user role

Click on the user or users you’d like to add to the list and it will move to the right

**Create Contact List**

Filter contacts by: All Contacts

Select All Select

Name/Email	User Role
GB User (Standard) amoil@example.com Ph: --	
John Smith (Standard) jsmith@example.com Ph: 5555555555	

1 contacts currently selected

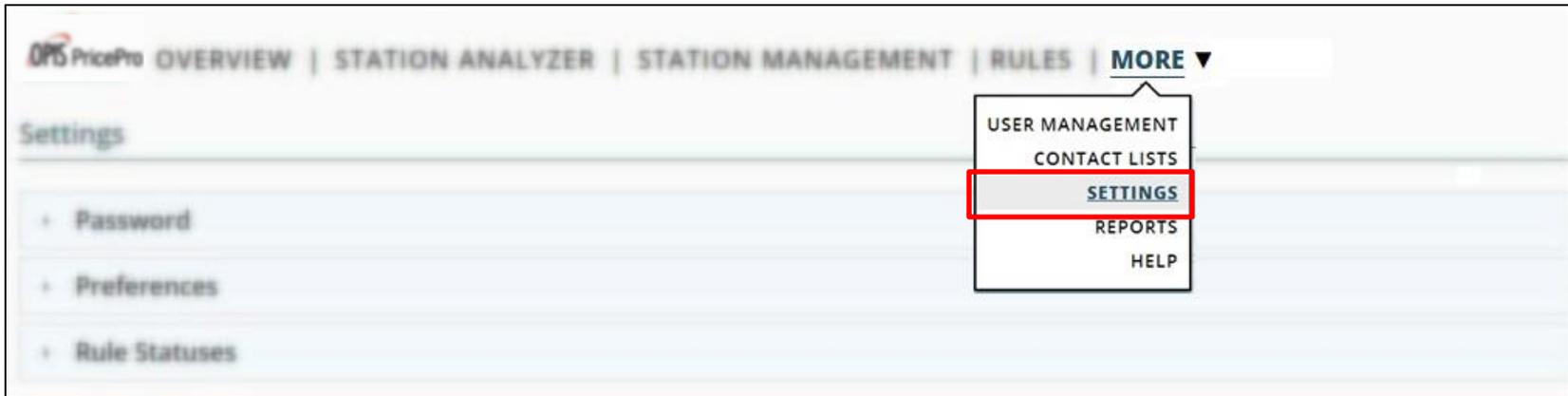
GB User (Standard)  
amoil@example.com  
Ph: --

Cancel Back Save List

Hit “Save” when you are finished adding all the contacts to the list

# More: Settings

To adjust and customize your PricePro settings, go to the “Settings” option, under the “More” choice from the navigation bar



There are three categories available for customization and/or adjustment: Password, Preferences, and Rule Statuses



# More: Settings

The top category, **Password**, allows you to change your password for logging into PricePro.

Fill-in the appropriate fields with your current password and new desired password, then hit "Update Password."

The screenshot shows a web interface with a 'Settings' header. Below it, there are three expandable sections: 'Password', 'Preferences', and 'Severities'. The 'Password' section is expanded and contains three input fields: 'Current:' (filled with dots), 'New:', and 'Re-type New:'. To the right of these fields is a dark blue button labeled 'Update Password'. A red box highlights the 'Update Password' button, with a red arrow pointing from the text box above to it.

# More: Settings

The middle category, **Preferences**, allows you change and customize a variety of settings, such as your preferred default pricing and fuel types.

**Settings**

▸ Password

▾ Preferences

⌚ Timezone: (GMT-05:00) Eastern Time (US & Canada) ▾

⌚ Price Preference: Combined Sources ▾

⌚ Fuel Type: Regular ▾

Price Type: Lowest ▾

⌚ Auto-Refresh:  On  Off 300 seconds

⌚ Show Corrected Exceptions:  On  Off

⌚ Export My Prices:  On  Off

⌚ Export Delay: < 1 minute ▾

**Save Preferences**

**“Price Preference” options are:**  
Combined Sources  
Credit Card Swipe Only  
GasBuddy Only

**“Fuel Type” options are:**  
Regular  
Midgrade  
Premium  
Diesel

**“Price Type” options are:**  
Cash  
Standard  
Lowest

- If **“Auto-Refresh”** is set to **“On,”** the Overview page will automatically refresh its station content (statuses, prices, etc.) at the specified time interval.

- **“Export Delay”** allows the option of delaying price change exports to GasBuddy up to 3 hours

- If **“Show Corrected Exceptions”** is set to **“On,”** rule exceptions are displayed until they are dismissed or the refresh status time period specified by the rule has passed.
- If this setting is **“Off,”** rule exceptions will disappear as soon as competitors no longer meet the rule.

# More: Settings

The bottom category, **Rule Statuses**, allows you to customize the severity rankings for your rules and alerts, as well as show how the level appears on PricePro

Settings

► Password

► Preferences

▼ Rule Statuses

A higher rank number is more severe

1	◆	Low	Edit	Delete
2	▼	Medium		
3	■	High		

Save Order Create

You can easily change the order of the levels by clicking and dragging, as well as edit or delete the existing default levels

You can also add another severity level by hitting "Create" - a pop-up window will appear

Choose the icon for the level:

- Green Circle
- ▼ Orange Triangle
- Red Square
- ◆ Yellow Diamond
- Blue Hex
- Blue Square

Name your rule status. For example: Low, Medium, High

Create Rule Status

Name:

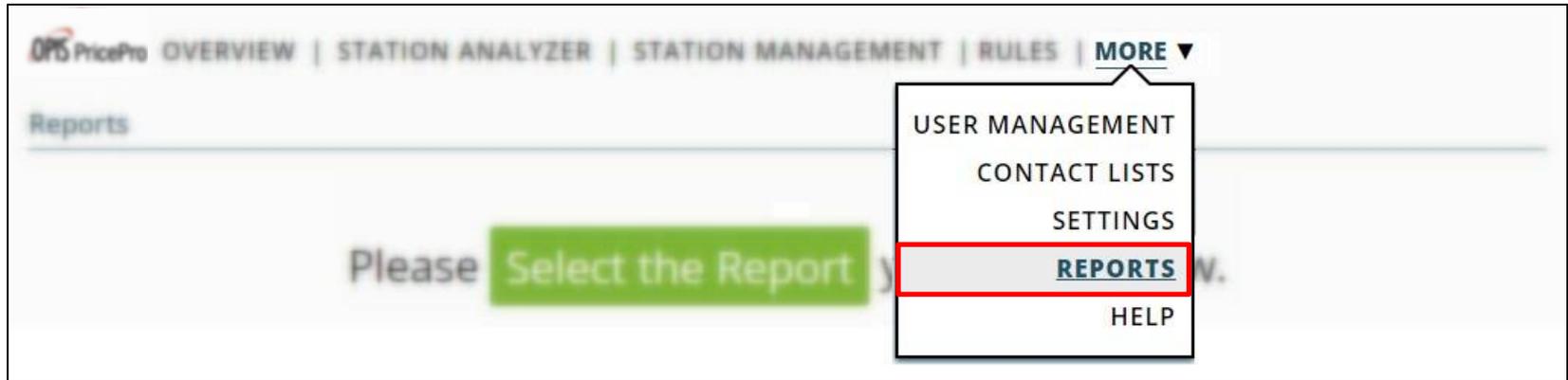
Icon: green-circle

Cancel Save

When you're finished, click "Save"

# More: Reports

Reports show a log of the changes made to lists and rules for a chosen period of time, by selecting “Reports” under the “More” option



1. Choose the date range you'd like to view

2. Choose the type of history change log you want to view. *In this example, we have chosen the “Competitor List” Reports are also available for “Rule”, “Station List”, and “Price Updates”*

3. Choose from the options provided. *In this example, we want to view the history of changes for competitors of “American Oil #1” from the “2 Mile Competitors” competitor list*

3. Hit “Select”

A screenshot of the 'Select a Report' dialog box. It contains the following fields:

- Date Range: Dec 15, 2014 - Jan 14, 2015
- History for: Competitor List
- Competitors for: #1 American Oil (Brooklyn Park) 3100 Brookdale Dr & Xerxes Ave N
- Competitor List: 2 Mile Competitors

At the bottom right, there are two buttons: 'Cancel' (red) and 'Select' (green).

# More: Reports

The report will then show you all of the changes made to your selection within the time period you chose

Reports can be exported to .CSV files

*In this example, we can see that three competitors were removed on January 14th, 2015 at 10:17 AM by the user KLu@opisnet.com*

## Reports

Competitor List:

2 Mile Competitors

Change Report



Download

## Changes to "2 Mile Competitors" from Dec 15, 2014 to Jan 14, 2015

Date	User	Changes
▼ Jan 14, 2015 10:17 AM	KLu@opisnet.com	competitors removed
<div style="border: 1px solid #ccc; padding: 5px;"><p><b>Competitors</b></p><ul style="list-style-type: none"><li>Marathon @ 1505 69th Ave N &amp; Humboldt Ave N, Brooklyn Center, MN</li><li>Shell @ 8517 Zane Ave N &amp; 85th Ave N, Brooklyn Park, MN</li><li>Two Rivers @ 6840 Humboldt Ave N &amp; 69th Ave N, Brooklyn Center, MN</li></ul></div>		
▶ Jan 12, 2015 12:33 PM	KLu@opisnet.com	CREATED

# More: Reports

Price Updates Reports show a log of the changes made to station prices and whether or not those prices have been exported to GasBuddy

**Select a Report** ✕

Date Range:  21

History for:

Limit to Price Exports

Cancel Select

Check the 'Limit to Price Exports' option if you only want to see which prices have been exported to GasBuddy

*In this example, we can see that prices have been updated and exported to GasBuddy for American Oil #1 on January 15<sup>th</sup> 2015 at 2:10 PM as well as for for American Oil #2 on January 15<sup>th</sup> at 2:10 PM by the user Klu@opisnet.com*

*Prices were updated but not exported to GasBuddy for American Oil #3 on January 15<sup>th</sup>, 2015 at 2:10 PM by the user Klu@opisnet.com*

OPIS PricePro OVERVIEW | STATION ANALYZER |

Dev Reports

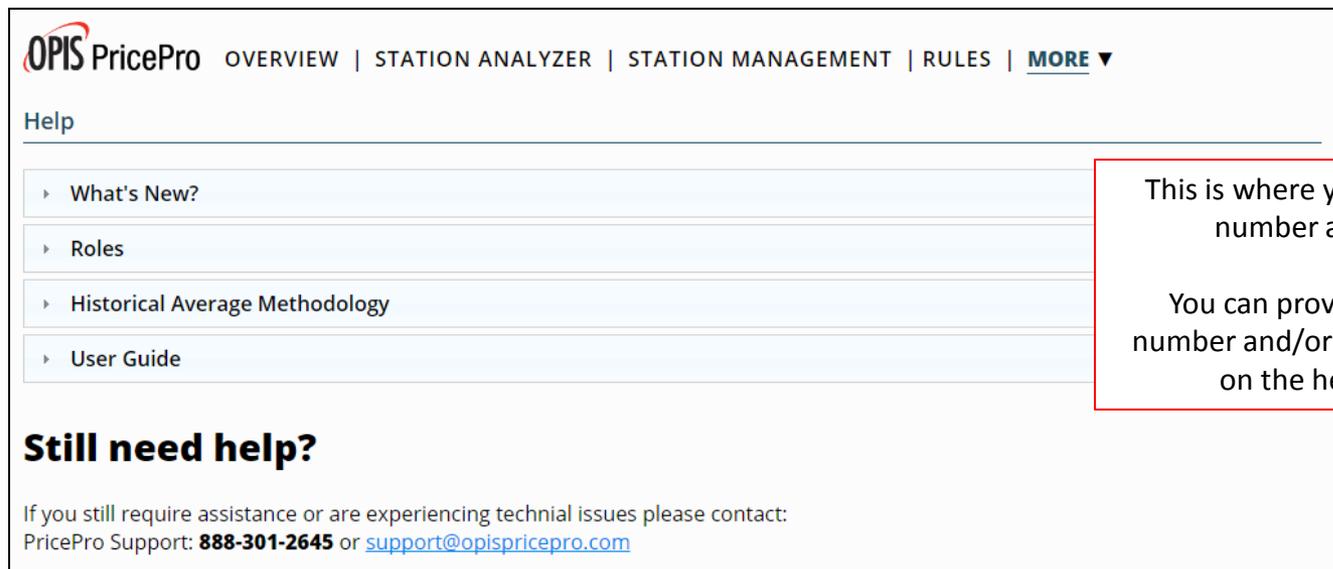
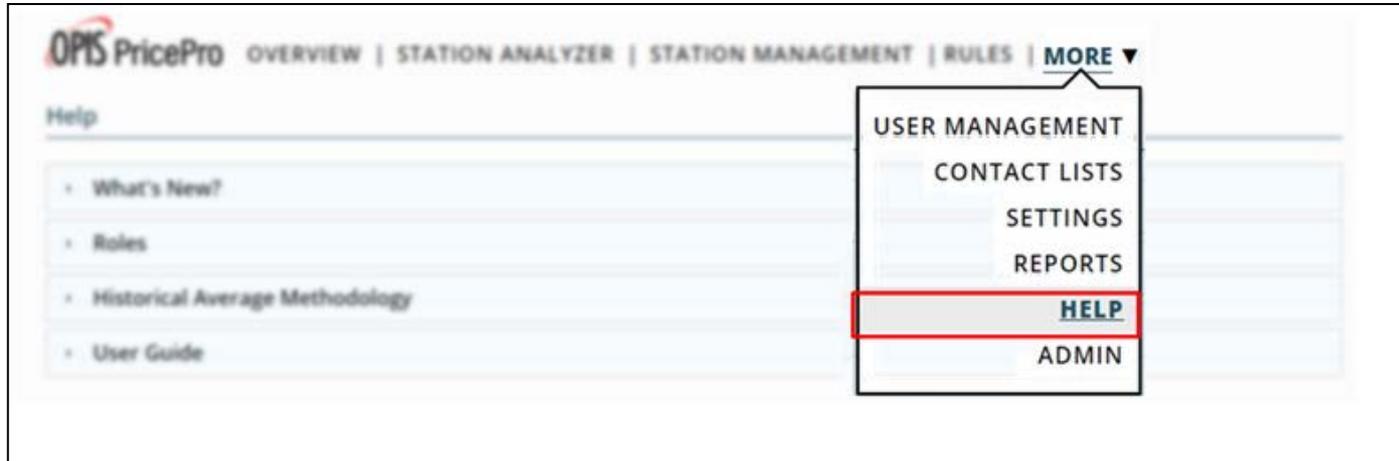
Change Report ↓ Download

Price exports from Dec 15, 2014 to Jan 14, 2015

Export	Submitted	User	Station	Fuel Types	Statuses																				
▶ Not Exported	Jan 15, 2015 2:10 PM	KLu@opisnet.com	American Oil #3 7525 Brooklyn Blvd ...	Multiple																					
▼ Jan 15, 2015 5:10 PM	Jan 15, 2015 2:10 PM	KLu@opisnet.com	American Oil #2 6335 Brooklyn Blvd ...	Multiple	Upcoming																				
<table border="1"> <thead> <tr> <th>Fuel Type</th> <th>Price</th> <th>Status</th> <th></th> </tr> </thead> <tbody> <tr> <td>Regular</td> <td>\$2.09<sup>9</sup></td> <td>Upcoming</td> <td><a href="#">Cancel</a></td> </tr> <tr> <td>Midgrade</td> <td>\$2.19<sup>9</sup></td> <td>Upcoming</td> <td><a href="#">Cancel</a></td> </tr> <tr> <td>Premium</td> <td>\$2.29<sup>9</sup></td> <td>Upcoming</td> <td><a href="#">Cancel</a></td> </tr> <tr> <td>Diesel</td> <td>\$2.99<sup>9</sup></td> <td>Upcoming</td> <td><a href="#">Cancel</a></td> </tr> </tbody> </table>						Fuel Type	Price	Status		Regular	\$2.09 <sup>9</sup>	Upcoming	<a href="#">Cancel</a>	Midgrade	\$2.19 <sup>9</sup>	Upcoming	<a href="#">Cancel</a>	Premium	\$2.29 <sup>9</sup>	Upcoming	<a href="#">Cancel</a>	Diesel	\$2.99 <sup>9</sup>	Upcoming	<a href="#">Cancel</a>
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Diesel	\$2.99 <sup>9</sup>	Upcoming	<a href="#">Cancel</a>																						
▶ Jan 15, 2015 2:10 PM	Jan 15, 2015 2:10 PM	KLu@opisnet.com	American Oil #1 45 Brookdale Dr & 7...	Multiple	Completed																				

# More: Help

You can see what the latest updates to PricePro have been, edit roles of certain types of users, see our methodology, and find the help desk number by selecting the “Help” option from the “More” menu



This is where you'll find the Help Desk number and support email.

You can provide your own support number and/or email address to display on the help screen instead

# More: Help

By clicking on “What’s New?” you’ll be able to see all of the latest updates and changes made to PricePro

## Help

---

▾ What's New?

### Jan 8, 2015 Release

- Dismissing Exceptions
  - You can now dismiss multiple exceptions at a time on the Analyzer and Overview pages. Power user tip: you can shift + click to select groups of exceptions for a station.
- Rules
  - Rules now have an option to be triggered by a certain percentage of your competitors in step 2. Rather than saying 5 of my competitors, you could say 25% of my competitors.
- Reports Page
  - The Price Exports report on the Reports page is now able to show any price updates submitted via PricePro, even if not exported to GasBuddy
- Driving distance should now be available for all station pairs (with the exception of those where you’d have to take a ferry, fly, etc.)

### Dec 11, 2014 Release

- Reports Page Exports
  - All reports on the Reports page can now be exported to .CSV files. After you select the report, just click the download button at the top.
- Custom Rules
  - Driving distance is now available as a distance type in rules. Driving distance may not be available for all stations yet (we’re in the midst of making some improvements to how we calculate this information) but where it’s not available straight distance will be substituted. The naming step of custom rules has been moved from step 1 to step 7. Now you don’t have to name the rule before you’ve defined it.
- Credit Card Swipe Prices
  - We’ve implemented some new validation for our credit card swipe feed that should help with locations that were occasionally seeing discounted (loyalty program or otherwise) pricing come through.

# More: Help

Under “Roles,” you can manage all of the various user permissions for each different type of user role

The screenshot shows a 'Help' page with a navigation menu. The 'Roles' section is expanded, showing a description: 'A role defines the types of content that a user can see as well as the kind of actions that a user can take. The available roles and the permissions that they provide are:'. Below this, there is a 'Role' dropdown menu with options: 'Select a Role', 'Super Admin Management', 'Standard View Only', and 'Contact Only'. To the right, there is a 'Permissions' section with two categories: 'Users' and 'Station Lists'. The 'Users' category has seven permissions, each with a checkbox. The 'Station Lists' category has three permissions, each with a checked checkbox. A red box highlights the 'Delete your own account' permission with the text 'NOTE: No one can delete accounts'. Another red box highlights the 'Station Lists' section with the text 'Depending on your user role, you'll be able to choose which permissions each role can see by checking or unchecking the boxes here'. A third red box highlights the 'Role' dropdown menu with the text 'Choose from the drop-down menu which role you want to edit permissions'.

Help

▸ What's New?

▾ Roles

A role defines the types of content that a user can see as well as the kind of actions that a user can take. The available roles and the permissions that they provide are:

Role

Select a Role  
Super Admin Management  
Standard View Only  
Contact Only

Permissions

**Users**

- View your own user info
- Modify your own user info
- Delete your own account
- View info of users in your organization
- Modify the info of other users in your organization
- Add or remove other users in your organization
- Impersonate another user in your organization

**Station Lists**

- View station lists that you own (private)
- Modify station lists that you own (private)
- Create/delete station lists that you own (private)

NOTE: No one can delete accounts

Choose from the drop-down menu which role you want to edit permissions

Depending on your user role, you'll be able to choose which permissions each role can see by checking or unchecking the boxes here

# More: Help

By clicking on “Historical Average Methodology”, you’ll be able to see detailed information on the OPIS data methodology that is used within PricePro

## Help

- ▶ What's New?
- ▶ Roles
- ▼ **Historical Average Methodology**

For more detailed information on OPIS data collection and methodologies take a look at the [OPIS Retail Fuel Methodology](#). Please note: terms like "mean" and "median" are used below to describe certain data types. These terms describe different methods of calculating averages that best represent the market. Our definitions are as follows:

- Mean: Adding all values in a series together and dividing by the total number of values.
- Median: The midpoint of a series of values taken in chronological order. If a series has an even number of values and there is no true midpoint, we will take the mean of the two center-most values in the series.

### Individual Station Data (Daily)

Daily station data is created by giving one weight to each validated price data point received for a station throughout the day. A day is defined in that station's local timezone.

- Average Retail Price - The median of all reported prices
- Lowest Price Reported - The lowest price reported during the day

# More: Help

Under “User Guide,” you can download the Price Pro user guide for in depth explanations and how to instructions to get the most out of PricePro

## Help

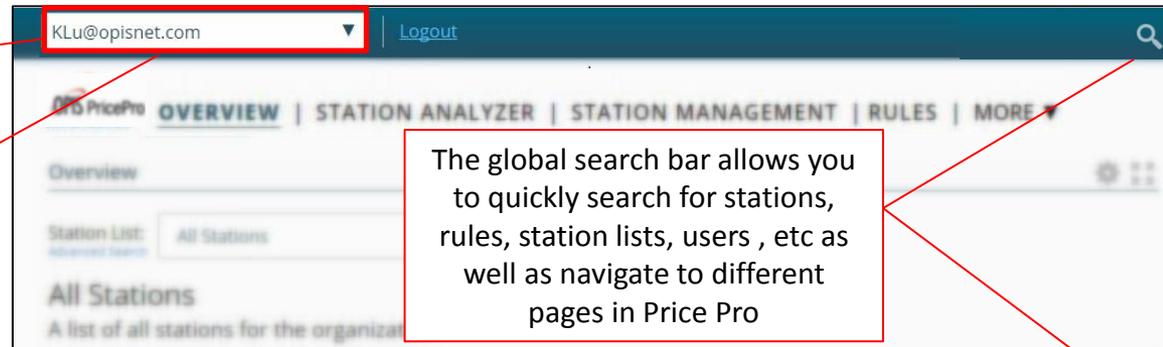
- ▶ What's New?
- ▶ Roles
- ▶ Historical Average Methodology
- ▼ User Guide
  - The User Guide provides a step-by-step detailed explanation of how to get the most out of PricePro.
  - [Download your User Guide](#)

Click here to download the user guide in a pdf format

# Impersonation of Other Users and Global Search

As a super admin, you can choose to “impersonate” any other user with a different level role to see their access to the PricePro subscription, as well as perform actions as that person

At the top of the page, you'll see your user email address. Click on it bring up a pull-down menu



The global search bar allows you to quickly search for stations, rules, station lists, users, etc as well as navigate to different pages in Price Pro



Choose the role you'd like to impersonate by choosing a user email address that is associated with that role. *In this example, we want to impersonate a "Standard" user, so we have chosen the Standard user jsmith@example.com*

# For More Help:

If you're still having trouble, have questions, or need more assistance, please contact:

- **Customer Support**
  - Phone: 612-875-2766
  - Email: [support@opispricepro.com](mailto:support@opispricepro.com)
- **Brian Norris**
  - Phone: 301-287-2413
  - Email: [bnorris@opisnet.com](mailto:bnorris@opisnet.com)
- **Kelsey Lu**
  - Phone: 301-287-2421
  - Email: [klu@opisnet.com](mailto:klu@opisnet.com)
- **Danielle Levine**
  - Phone: 301-287-2014
  - Email: [dlevine@opisnet.com](mailto:dlevine@opisnet.com)

