



## OPIS MarginPro

### Get greater insight into profit margins for fuel retailers

OPIS MarginPro is an online tool for in-depth analysis of retail fuel profitability in any market.

#### WHO WE HELP

**Retailers**  
**Wholesalers & Jobbers**  
**Traders**  
**Financial Institutions**

#### COMMODITIES

**Gasoline**

#### MARKET SEGMENT

**Retail**

#### Market Challenge

In the retail fuel market, margin is the amount of money made on each gallon of fuel sold. Profits are typically less than 25 cents per gallon. Only a few cents can make a massive difference to a retailer's bottom line, and change an average business into a thriving one – or vice versa. The ability to benchmark margin performance is essential to increasing the profit on each gallon sold in competitive markets.

#### How We Help

With interactive charting and easy-to-use filters and tables, OPIS MarginPro provides a detailed look at profit margins over time for competing brands and price leaders in the retail fuel markets you identify. Gain a better understanding of competitor margins for more effective pricing.

#### Benefits

- Grade your profit performance against key competitors in any region
- Discover markets ripe for expansion and avoid under-performing markets
- Enhance negotiating stance with suppliers to win price reductions equal to regional performance
- Adjust margin cost-basis for a more accurate view of profits
- Find the brands that make the most on every gallon sold
- Part of the OPIS RetailSuite and integrated with four other tools for increasing retail fuel profitability

# OPIS MarginPro

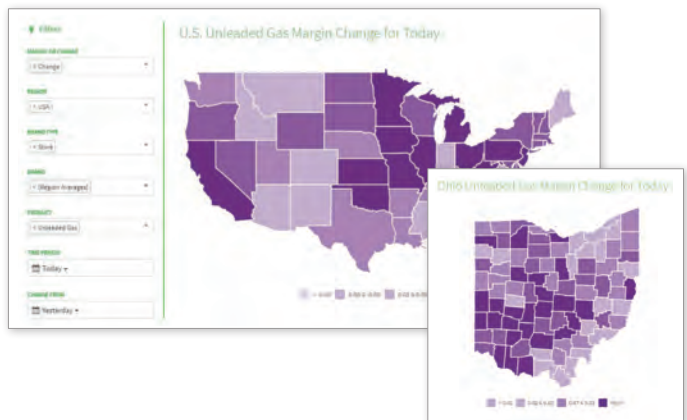
## Key Feature-Benefit Overview

Key Feature	Benefit to Customer
Dashboard	<ul style="list-style-type: none"> <li>Provides a snapshot of current day and 7-day rolling margins, plus a basic heat map of current margins. Filters let you change region and product.</li> </ul>
Tables	<ul style="list-style-type: none"> <li>Sortable and exportable tables let you see margins by region or brand with flexible comparisons to see change in margins between timeframes.</li> </ul>
Charts	<ul style="list-style-type: none"> <li>Interactive and exportable charts allow for easy analysis and simple charting of images for presentation.</li> </ul>
Heat Maps	<ul style="list-style-type: none"> <li>Visualize margins by region or by brand to discover the most profitable areas. Click for more granular analysis.</li> </ul>



Margin Ranking by Region (shown in \$/gal)

Rank	Region	BASED MARGIN 1	BASED MARGIN 2	BASED MARGIN 3	COMMISSION MARGIN 1	COMMISSION MARGIN 2
1	Michigan	2.326	2.233	0.353	0.072	0.000 +
2	Montana	2.012	2.319	0.281	0.271	0.000 +
3	Arizona	2.382	2.388	0.284	0.196	0.000 +
4	Colorado	2.487	2.178	0.272	0.271	0.000 +
5	New Mexico	2.408	2.415	0.303	0.311	0.000 +
6	Mississippi	2.384	1.984	0.000	0.294	0.000 +
7	Alaska	2.486	2.236	0.508	0.021	0.000 +
8	Idaho	2.722	2.456	0.184	0.261	0.000 +
9	South Carolina	2.288	1.948	0.340	0.341	0.000 +
10	Virginia	2.302	1.946	0.351	0.359	0.000 +
11	Arkansas	2.223	2.000	0.202	0.228	0.000 +
12	District of Columbia	2.728	2.012	0.714	0.715	0.000 +
13	Washington	2.340	2.405	0.333	0.334	0.000 +
14	Alabama	2.287	1.900	0.301	0.301	0.000
15	Louisiana	2.279	1.885	0.294	0.299	0.000



For a FREE trial, call 888 301 2645 or 1 301 284 2000 | email [energysales@opisnet.com](mailto:energysales@opisnet.com)