

Retailers

OPIS provides real-time and historical fuel data to compete, react, strategize and optimize.

Challenges

- Selling large volumes of fuel to offset low margins
- Ensuring street prices are competitive
- Making better deals on wholesale fuel costs so competitors can't undercut prices

Goals

- Attract more customers
- Sell as much fuel as possible while keeping costs low
- React to competitor price changes quickly

OPIS Solutions

OPIS RetailSuite: an integrated set of five online tools for real-time tracking of competitor street prices, operating margins, market share and volumes.

OPIS Retail DataHouse: Historical database of fuel prices to analyze potential acquisitions, new markets and long-term pricing trends

OPIS Retail Fuel Watch Newsletter: Weekly scorecard of general market health and regional margin performance

Clients Include

- 7-Eleven
- Speedway
- Circle-K
- RaceTrac
- Kroger
- Cumberland Farms

“The integration of the OPIS PricePro platform has provided an economical solution with timely updates and analytic capabilities that have allowed our team to better react, predict and ultimately, render more efficient retail decisions.”

- Shaun Bolger, Senior Category Manager Fuel Pricing, Thorntons