

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



Goals

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



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.

OPIS Solutions

Through OPIS RetailSuite - an integrated set of five online tools - you can track real-time competitor street prices, operating margins, market share and volumes.

Compare performance of 100+ retail fuel brands with the OPIS Retail Year in Review annual publication.

Discover the latest trends shaping the gas station and convenience store industry with Oil Express - a news service tailored for retailers.

Be the first to hear about every M&A deal as the markets continue to narrow with breaking news alerts. Plus, understand cause and effect behind price moves, regional price trends and be prepared for price changes to trickle down to the retailer level.

Clients Include

7-Eleven
Circle K
Kroger
Speedway
RaceTrac
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**