



OPIS RetailSuite

Increase retail fuel profits with an all-in-one source of market and pricing intelligence

OPIS RetailSuite provides an integrated set of online solutions for retail fuel management, enabling you to analyze, strategize and succeed in your local market.

WHO WE HELP

- Retailers
- Wholesalers & Jobbers
- Traders
- Financial Institutions

COMMODITIES

- Gasoline
- Diesel

MARKET SEGMENT

- Retail

Market Challenge

Retail fuel margins are razor-thin. To make a profit and stay in business, operators need to remain knowledgeable about wholesale fuel costs and continually aware of competitor price changes to avoid undercutting and protect margins. The slightest change in retail fuel prices can drastically affect gallons sold in competitive local markets.

How We Help

OPIS RetailSuite is a single-stop resource for retail fuel data, including pricing, margins, market share and volumes. With this collection of five easy-to-use web-based tools, you can optimize pricing strategy, discern market trends and measure results against the most reliable industry benchmarks to expand margins and maximize profits.

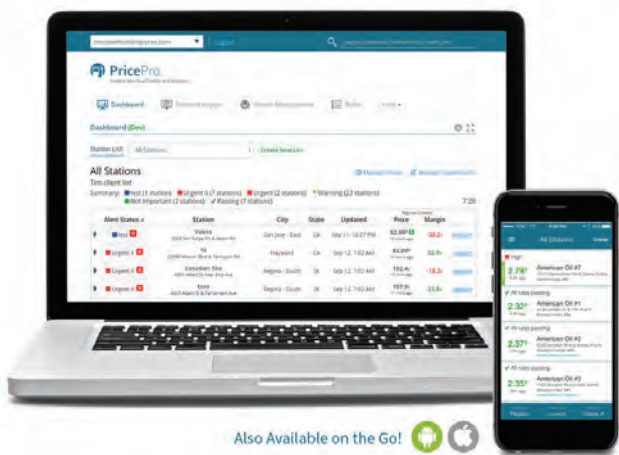
Benefits

- Monitor and analyze your local market with greater precision
- Track local competitor prices and margins
- Discover pricing and margin trends in your local area
- Grade your profit performance against key competitors in any market
- Understand localized sales trends including volume performance and profitability
- See which brands are selling the most gallons in any geography
- Identify new markets for potential acquisition
- Unite your team with consolidated data that meets the needs of every business unit

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Key Product-Benefit Overview

Key Product	Benefit to Customer
PricePro	<ul style="list-style-type: none"> Eliminate manual store surveys and track competitor prices and margins in real time from your desktop or handheld. Set rules for competitive monitoring and get instant alerts when rules are violated. Compare historical prices.
AnalyticsPro	<ul style="list-style-type: none"> Analyze the pricing trends of competitors over time via interactive charts. Compare locations one-to-one, one-to-many or many-to-many in a single view.
MarginPro	<ul style="list-style-type: none"> See margins over time for competing brands and price leaders. Adjust the margin cost-basis for a more accurate picture of profits. Identify the most- and least-promising markets for expansion.
DemandPro	<ul style="list-style-type: none"> Learn local gasoline sales volumes from all types of sites – including chains, new era marketers and branded retailers – at the state, regional and national levels.
MarketSharePro	<ul style="list-style-type: none"> Compare your brand's volume and price differential against your competitors. Determine brand performance by geographic region. See which brands price the most aggressively and sell the most fuel.



For a FREE trial, call 888 301 2645 or 1 301 284 2000 | email energysales@opisnet.com